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Massachusetts Adult Tobacco Survey

Tobacco Use and Attitudes After Five Years of
The Massachusetts Tobacco Control Program



Technical Report & Tables 1993—1998



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MASSACHUSETTS TOBACCO SURVEY, 1993
MASSACHUSETTS ADULT TOBACCO SURVEYS, 1995-1999

PREVALENCE ESTIMATES
July, 2000

Includes corrected estimates for 1998 and newly computed estimates for 1999.

Table 1A: Smoking Prevalence From Household Screener

	1993		1995		1996		1997		1998		1999	
	Current Smokers (%) (95% C.I.)	Unweighted Sample Size (n)	Current Smokers (%) (95% C.I.)	Unweighted Sample Size (n)	Current Smokers (%) (95% C.I.)	Unweighted Sample Size (n)	Current Smokers (%) (95% C.I.)	Unweighted Sample Size (n)	Current Smokers (%) (95% C.I.)	Unweighted Sample Size (n)	Current Smokers (%) (95% C.I.)	Unweighted Sample Size (n)
Sex												
Male	23.6 \pm 2.0	10,126	21.7 \pm 3.0	2686	22.2 \pm 3.1	2829	20.7 \pm 2.6	3496	21.1 \pm 2.8	2918	19.8 \pm 2.6	2995
Female	21.8 \pm 1.8	11,755	21.5 \pm 2.8	3052	19.2 \pm 2.7	3351	20.3 \pm 2.5	3926	19.8 \pm 2.6	3311	18.1 \pm 2.4	3500
Age												
18-24	27.9 \pm 3.6	3,210	25.9 \pm 6.3	722	32.9 \pm 6.6	856	22.0 \pm 5.2	965	30.1 \pm 6.9	821	23.8 \pm 6.3	846
25-44	26.3 \pm 2.0	9,885	24.6 \pm 3.6	2535	23.0 \pm 3.4	2682	22.5 \pm 3.1	3296	21.9 \pm 3.2	2718	23.4 \pm 3.3	2913
45-64	20.3 \pm 2.5	5,348	23.2 \pm 4.1	1491	18.2 \pm 3.6	1609	21.6 \pm 3.6	1987	21.0 \pm 3.6	1708	15.3 \pm 3.2	1751
65+	10.5 \pm 2.5	3,210	7.5 \pm 2.9	951	10.8 \pm 4.0	989	11.7 \pm 3.7	1094	9.0 \pm 3.4	918	10.7 \pm 4.0	925
Race/Ethnicity												
White Non-Hispanic	23.2 \pm 1.5	17,889	21.9 \pm 2.6	4687	20.7 \pm 2.4	4884	21.4 \pm 2.2	5873	20.3 \pm 2.3	4839	19.0 \pm 2.2	4973
Black Non-Hispanic	21.4 \pm 4.9	1,485	24.0 \pm 7.4	406	15.8 \pm 5.5	473	19.4 \pm 5.8	515	21.7 \pm 7.3	432	13.2 \pm 5.4	464
Hispanic	17.8 \pm 4.8	1,381	21.0 \pm 9.8	381	30.0 \pm 13.8	466	12.4 \pm 4.7	618	22.7 \pm 8.1	577	23.9 \pm 8.6	621
Asian & Other	16.3 \pm 5.3	1,027	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Education												
< 12 Years	30.5 \pm 4.1	2,753	29.3 \pm 7.3	763	30.3 \pm 7.7	836	24.3 \pm 6.4	880	33.2 \pm 8.9	768	25.7 \pm 6.5	771
12 Years	28.5 \pm 2.4	7,613	30.7 \pm 4.4	1940	24.8 \pm 4.0	2091	25.6 \pm 3.7	2581	26.8 \pm 4.1	1995	25.0 \pm 3.7	2063
13-15 Yrs	25.6 \pm 2.8	5,043	21.5 \pm 4.5	1279	24.2 \pm 4.3	1438	24.9 \pm 4.0	1767	19.1 \pm 3.6	1526	22.6 \pm 4.3	1519
16+ Yrs	13.3 \pm 2.0	5,829	12.1 \pm 2.8	1596	12.3 \pm 3.0	1688	13.8 \pm 2.8	2083	13.7 \pm 2.7	1791	11.1 \pm 2.6	1965
Urban Region												
Boston	22.3 \pm 1.9	3,626	27.6 \pm 3.4	899	22.0 \pm 3.0	945	21.7 \pm 2.9	1080	20.9 \pm 3.3	871	21.3 \pm 3.2	852
Springfield	29.1 \pm 1.9	4,312	22.4 \pm 3.2	924	22.1 \pm 2.7	1132	24.3 \pm 2.7	1370	25.4 \pm 3.1	1030	23.8 \pm 2.9	1086
Worcester	27.0 \pm 1.9	3,943	25.5 \pm 3.3	933	26.2 \pm 3.2	989	24.2 \pm 2.8	1201	22.9 \pm 3.0	967	24.4 \pm 3.0	1110
Lawrence/Lowell	26.1 \pm 2.1	3,155	27.7 \pm 3.4	970	24.6 \pm 3.0	1046	22.6 \pm 2.5	1307	21.9 \pm 3.0	1116	21.7 \pm 2.7	1212
Fall River/New Bedford	28.7 \pm 2.2	2,997	26.8 \pm 3.1	982	28.1 \pm 3.3	1061	25.3 \pm 2.8	1215	23.9 \pm 3.0	1051	24.3 \pm 2.9	1075
Total Population	22.6 \pm 1.3	21,909	21.6 \pm 2.4	5739	20.6 \pm 2.2	6180	20.5 \pm 2.0	7426	20.4 \pm 2.1	6230	18.9 \pm 2.0	6497

Current Smoker: Has smoked 100 cigarettes in life and now smokes every day or some days.

Source: 1993 Massachusetts Tobacco Survey and 1995-1999 Massachusetts Adult Tobacco Surveys.

Table 1B: Smoking Prevalence From Household Screener - Males

	1993		1995		1996		1997		1998		1999	
	Current Smokers (%) (95% C.I.)	Unweighted Sample Size (n)	Current Smokers (%) (95% C.I.)	Unweighted Sample Size (n)	Current Smokers (%) (95% C.I.)	Unweighted Sample Size (n)	Current Smokers (%) (95% C.I.)	Unweighted Sample Size (n)	Current Smokers (%) (95% C.I.)	Unweighted Sample Size (n)	Current Smokers (%) (95% C.I.)	Unweighted Sample Size (n)
Age												
18-24	26.2 \pm 5.2	1,542	22.6 \pm 8.1	337	35.9 \pm 9.3	393	16.7 \pm 6.0	475	27.7 \pm 8.1	432	25.0 \pm 9.3	406
25-44	27.2 \pm 3.0	4,732	24.4 \pm 4.7	1,220	25.3 \pm 4.8	1,259	24.6 \pm 4.2	1,608	24.7 \pm 4.4	1,280	23.5 \pm 4.1	1,398
45-64	22.1 \pm 3.8	2,485	24.0 \pm 5.6	712	18.9 \pm 5.0	760	22.2 \pm 4.9	946	19.8 \pm 4.8	794	17.6 \pm 4.7	792
65+	10.3 \pm 3.9	1,293	7.7 \pm 4.3	403	10.2 \pm 5.5	401	7.1 \pm 4.4	438	8.1 \pm 4.5	387	9.5 \pm 5.6	375
Race/Ethnicity												
White Non-Hispanic	23.7 \pm 2.1	8,369	22.0 \pm 3.3	2,227	21.2 \pm 3.3	2,262	21.4 \pm 2.9	2,791	20.7 \pm 3.0	2,283	19.3 \pm 2.8	2,317
Black Non-Hispanic	22.5 \pm 7.6	647	25.8 \pm 11.5	169	21.0 \pm 10.3	196	22.6 \pm 9.3	239	25.3 \pm 11.3	183	16.4 \pm 9.4	199
Hispanic	19.5 \pm 7.7	568	17.8 \pm 8.6	155	35.9 \pm 17.8	217	17.7 \pm 9.3	268	30.0 \pm 12.7	266	31.0 \pm 14.3	267
Asian & Other	23.9 \pm 8.9	496	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Education												
< 12 Years	34.1 \pm 6.2	1,265	32.6 \pm 10.4	353	34.8 \pm 10.5	397	28.3 \pm 8.6	417	35.0 \pm 10.5	360	26.8 \pm 9.9	363
12 Years	30.9 \pm 3.6	3,484	32.9 \pm 6.1	881	28.0 \pm 5.9	948	28.4 \pm 5.2	1,222	27.8 \pm 5.7	906	26.1 \pm 5.5	930
13-15 Yrs	29.0 \pm 4.5	2,194	18.0 \pm 5.6	568	27.1 \pm 6.7	595	25.8 \pm 6.2	743	20.2 \pm 5.4	686	25.9 \pm 6.5	661
16+ Yrs	11.3 \pm 2.7	2,893	12.5 \pm 3.8	808	11.3 \pm 3.7	827	12.1 \pm 3.3	1,055	13.5 \pm 3.8	898	11.3 \pm 3.2	967
Urban Region												
Boston	23.3 \pm 2.9	1,618	28.8 \pm 4.6	411	22.8 \pm 4.2	414	23.3 \pm 4.1	524	25.1 \pm 5.0	413	23.2 \pm 4.5	380
Springfield	31.9 \pm 2.9	1,948	27.0 \pm 4.4	427	21.5 \pm 3.7	513	25.3 \pm 3.7	631	29.5 \pm 4.3	470	25.5 \pm 4.0	474
Worcester	28.2 \pm 2.9	1,838	26.0 \pm 4.2	446	26.6 \pm 4.2	447	25.9 \pm 4.1	548	25.5 \pm 4.2	452	25.6 \pm 3.8	537
Lawrence/Lowell	26.8 \pm 3.1	1,492	32.9 \pm 4.5	461	27.2 \pm 4.1	489	23.8 \pm 3.5	619	23.9 \pm 4.1	530	24.4 \pm 3.8	581
Fall River/New Bedford	33.1 \pm 3.4	1,371	32.1 \pm 4.4	451	31.1 \pm 4.4	489	27.4 \pm 3.8	578	26.5 \pm 4.2	498	27.2 \pm 4.2	491
Total Population	23.6 \pm 2.0	10,126	21.7 \pm 3.0	2,686	22.2 \pm 3.1	2,829	20.7 \pm 2.6	3,496	21.1 \pm 2.8	2,918	19.8 \pm 2.6	2,995

Source: 1993 Massachusetts Tobacco Survey and 1995-1999 Massachusetts Adult Tobacco Surveys.

Table 1C: Smoking Prevalence From Household Screener - Females

	1993		1995		1996		1997		1998		1999	
	Current Smokers (%) (95% C.I.)	Unweighted Sample Size (n)	Current Smokers (%) (95% C.I.)	Unweighted Sample Size (n)	Current Smokers (%) (95% C.I.)	Unweighted Sample Size (n)	Current Smokers (%) (95% C.I.)	Unweighted Sample Size (n)	Current Smokers (%) (95% C.I.)	Unweighted Sample Size (n)	Current Smokers (%) (95% C.I.)	Unweighted Sample Size (n)
Age												
18-24	29.4 +5.2	1,667	28.7 +8.8	385	30.2 +8.9	463	27.6 +8.5	490	33.0 +10.1	389	22.8 +8.2	440
25-44	25.3 +2.8	5,151	24.8 +4.4	1,315	21.0 +4.2	1,423	20.6 +3.7	1,688	19.6 +3.9	1,438	23.4 +4.0	1,514
45-64	18.7 +3.4	2,862	22.4 +5.3	779	17.5 +4.5	849	21.0 +4.7	1,038	22.1 +4.7	914	13.3 +3.8	959
65+	10.7 +3.2	1,917	7.4 +4.0	548	11.3 +5.6	588	14.8 +5.5	656	9.7 +4.6	531	11.6 +5.0	550
Race/Ethnicity												
White Non-Hispanic	22.8 +2.0	9,510	21.8 +3.1	2,459	20.3 +3.0	2,622	21.3 +2.8	3,079	20.0 +2.9	2,555	18.9 +2.7	2,655
Black Non-Hispanic	20.5 +6.4	837	23.0 +8.3	237	12.3 +4.6	277	16.1 +7.9	276	19.4 +8.8	249	10.5 +5.0	265
Hispanic	16.8 +6.1	813	22.8 +13.0	226	23.1 +13.2	249	8.8 +3.5	350	16.9 +8.4	311	18.1 +9.7	354
Asian & Other	8.7 +5.7	531	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Education												
< 12 Years	26.9 +5.3	1,486	26.8 +9.3	409	25.2 +9.1	439	20.5 +8.3	462	31.3 +12.1	408	24.9 +9.5	408
12 Years	26.4 +3.2	4,126	28.9 +5.3	1,059	22.3 +5.1	1,143	23.1 +4.7	1,356	26.0 +5.3	1,089	23.9 +4.9	1,133
13-15 Yrs	23.0 +3.6	2,848	24.6 +6.4	711	22.0 +5.5	843	24.3 +5.1	1,024	18.2 +4.6	840	20.4 +5.1	858
16+ Yrs	15.3 +3.1	2,930	11.8 +3.7	788	13.4 +4.1	861	15.5 +4.0	1,028	13.9 +3.8	892	10.9 +3.3	997
Urban Region												
Boston	21.4 +2.5	1,999	26.6 +4.3	488	21.3 +3.7	531	20.3 +3.6	555	17.1 +3.6	458	19.9 +3.8	472
Springfield	26.7 +2.5	2,361	18.4 +3.5	497	22.6 +3.5	619	23.5 +3.3	739	21.9 +3.6	560	22.5 +3.5	612
Worcester	26.0 +2.6	2,101	25.1 +4.1	487	25.9 +3.9	542	22.6 +3.3	652	20.6 +3.7	515	23.2 +3.7	572
Lawrence/Lowell	25.5 +2.9	1,661	23.0 +3.8	509	22.4 +3.6	557	21.3 +3.2	687	20.1 +3.5	586	19.2 +3.2	631
Fall River/New Bedford	25.0 +2.9	1,621	22.3 +3.6	530	25.4 +3.8	572	23.4 +3.3	636	21.6 +3.6	553	21.9 +3.6	584
Total Population	21.8 +1.8	11,755	21.5 +2.8	3,052	19.2 +2.7	3,351	20.3 +2.5	3,926	19.8 +2.6	3,311	18.1 +2.4	3,500

Source: 1993 Massachusetts Tobacco Survey and 1995-1999 Massachusetts Adult Tobacco Surveys.

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INTRODUCTION

DESCRIPTION OF PURPOSE AND CONTENTS OF TECHNICAL REPORT

The Massachusetts Tobacco Control Program was launched in October of 1993. At that time, the Center for Survey Research conducted the Massachusetts Tobacco Survey (MTS), a comprehensive survey of adults and teens living in Massachusetts. The purpose of the survey was to collect baseline data on the prevalence of tobacco use among adults and teens in the Commonwealth and on issues related to the likelihood of smoking cessation or initiation. The survey also assessed the prevalence of restrictive smoking policies, and attitudes about tobacco control measures. The baseline data serve as a standard against which the impact of various programs sponsored by the Department of Public Health can be assessed. Technical details about the MTS and reports of the results are available from the Massachusetts Department of Public Health.¹

In January, 1995 the Department of Public Health contracted with the Center for Survey Research to carry out a second survey monitoring tobacco use and related attitudes and behaviors among adults in the Commonwealth. This second survey, known as the Massachusetts Adult Tobacco Survey (MATS), has been carried out monthly since March of 1995. Data are aggregated at the end of each calendar year. MATS is similar to the MTS in that initial screening interviews are carried out with a household member who provides demographic and smoking status information about other adults in the household. One member of the household is then randomly selected for extended interview. The annual sample for this survey is smaller than that used for the MTS and does not include teens. It also differs from the MTS in that smokers were not over-sampled, nor were members of minority groups. The sample was geographically stratified as was the MTS. (More details on the sampling design are presented in Chapter I.)

Technical Reports are available for the 1993 MTS survey, and for the 1995, 1996, and 1997 MATS. Please refer to those reports for descriptions of the respective surveys and a more general discussion of the use of the telephone survey for data collection. This report presents methodological details of the 1998 MATS. It contains an appendix of tables of major results for data collected in '93, '95, '96, '97, and '98. Nontechnical reports describing the major results are available from the Massachusetts Department of Public Health.

¹ Biener, L. Fowler, Jr., F.J., & Roman, A.M., 1993 Massachusetts Tobacco Survey. Technical Report. Boston: Center for Survey Research, University of Massachusetts, 1994.

CHAPTER 1

SAMPLE DESIGN

The sample for the 1998 Massachusetts Adult Tobacco Survey is a complex design using stratification. The strata correspond to five designated geographic areas of interest, as follows:

- Boston
- Springfield
- Worcester
- Lawrence and Lowell
- Fall River and New Bedford
- The remainder of the state not included in the previous five strata.

The overall sample of 8757 telephone numbers is distributed among the six strata in approximately equal proportions.

RANDOM-DIGIT-DIALING TECHNIQUES

Beginning in November of 1997, and continuing throughout 1998, the GENESYS system was used to select a sample. The GENESYS system is a list-assisted sample selection procedure which identifies all residential clusters of 100 telephone numbers that have at least one published residential number. These clusters then form the sample frame for selection of final sample telephone numbers. The advantage of the GENESYS system is that since all possible clusters are used to create a sample frame, the final sample is not clustered as in traditional random-digit dialed (RDD) samples. The GENESYS system has proven to be a very effective strategy for RDD samples in recent years.

Table 1.1 displays the final distribution of telephone numbers dialed. The probability of a dialed number being residential is 0.572. This is down from 0.61 in 1997, 0.643 in 1995 and 0.614 in 1996. This trend is not unexpected with the increased use of in-home fax and computer lines and with the increased use of cellular phones.

Table 1.1 Distribution of Telephone Numbers Called					
Stratum	Telephone Numbers Dialed	Confirmed Residences	Confirmed Non-Residences	Unconfirmed Status	Residential Rate (%)
Boston	1603	678	760	165	47.2
Springfield	1557	785	676	96	53.7
Worcester	1398	754	561	83	57.3
Lawrence/Lowell	1429	807	518	104	60.9
Fall River/New Bedford	1277	795	438	44	64.5
Rest of State	1493	853	538	102	61.3
TOTAL	8757	4672	3491	594	57.2

RESPONSE RATES

Overall, a total of 3235 preliminary household interviews were conducted, for a household response rate of 70.7%. In order to compute this response rate, one assumption was necessary. Although great effort was expended in attempting to make contact with each telephone number dialed, some numbers produced only "no answer" as a result of each dialing. To estimate a response rate (the percentage of all sampled residential units at which an interview was conducted), it is necessary to make an assumption about how many of the "no answer" numbers actually led to eligible households. Based upon results from similar studies conducted by CSR in which the residential status of a random sample of such telephone numbers was confirmed by the NYNEX business office, an estimate of 4% residential is assumed. This rate was applied to all noncontact telephone numbers and went into the computation of the response rate. Household response rates were computed using the following equation:

$$R_H = \left(\frac{I_H}{N_H} \right) \times 100$$

where:
 R_H = Household response rate
 I_H = Number of completed household interviews
 N_H = Number of residential telephone numbers found

The number of residential telephone numbers found included 4 percent of all noncontact households. Table 1.2 shows the household response rates for each stratum. Response rates were fairly consistent ranging from a low of about 67 percent in Boston to a high of about 74 percent in Worcester. The primary reasons for nonresponse were refusals (75 percent of all nonresponders) and people who were contacted but then did not respond after a large number of call attempts (11 percent).

The overall household response rate of 70.7% was lower than the 75.8% accomplished in 1995 and the 72.5% in 1996, but higher than the 68.5% obtained in 1997. We are very pleased with the increased response rate for 1998 as it was accomplished with a large effort and in the face of a national trend of lower response rates to RDD surveys reported by many of the best national survey centers. Many reasons are cited for this decline including the fact that people are bothered at home more often these days by telemarketing, the use of caller ID, the increased use of using answering machines to screen calls, and simply busier paced lifestyles. Probably all play a role, but the result is difficulty in maintaining high response rates, even though more effort is being expended by field staffs to do so. In 1998, people who initially refused were not only called back once but twice in an attempt to get the respondent to reconsider. This was unheard of as recently as three years ago. Telephone numbers were also sent to a firm which matches the numbers to address databases to get addresses of sample members. Advance letters were then sent to these households in hopes that the letter would make the people feel better about cooperating with the survey (see Figure 3.1). A discussion of the problem of declining response rates can be found in Survey Research (Volume 29, Number 2, 1998), a publication of the Survey Research Laboratory of the University of Illinois at Chicago. The fact that we were able to increase our response rates from 1997 to 1998 is a testament to the dedication of our interviewing staff and telephone room managers.

After completion of the household interviews, interviewers attempted to complete extended interviews objectively selected adults 18 years of age or older. Table 1.3 displays the final results of these extended adult interviews by stratum. The adult interview response rate was 81 percent and ranged from a low of nearly 78 percent in Springfield to a high of 86 percent in Worcester. This response rate was computed as follows:

$$R_A = \left(\frac{I_A}{N_A} \right) \times 100$$

where:
 R_A = Adult response rate
 I_A = Number of completed adult interviews
 N_A = Number of households with an adult selected

The largest component of nonresponse was refusals at 72 percent of all nonresponders. The overall adult response rate of 81% was equal to the rates obtained in 1997 and 1995 and a bit higher than the 79% rate obtained in 1996. It reflects a large effort to interview anyone who has completed the screener. An example of this effort is the breakdown of the nonrespondents. In 1995, only 29% of all nonrespondents at this stage of interviewing was due to refusals while 48% was due to inability to reach the selected individual after completing the screener. Now, virtually none of the nonrespondents are due to not being able to recontact people. A great deal of effort is expended in trying to reach everyone who is known to be eligible for an interview.

Table 1.2		
Household Interviews and Response Rates by Stratum		
Stratum	Number of Household Interviews	Estimated Response Rate (%)
Boston	447	67.3
Springfield	549	70.3
Worcester	538	74.1
Lawrence / Lowell	545	69.1
Fall River / New Bedford	544	71.6
Rest of State	612	72.2
TOTAL	3235	70.7

Table 1.3		
Adult Interview Response Rates by Stratum		
Stratum	Total Number of Interviews	Estimated Response Rate (%)
Boston	346	78.3
Springfield	425	77.7
Worcester	457	85.7
Lawrence/Lowell	434	80.2
Fall River/New Bedford	415	78.9
Rest of State	505	83.1
TOTAL	2582	80.8

CHAPTER 2

SURVEY DESIGN

The Massachusetts Adult Tobacco Survey consisted of two interview protocols:

- A brief survey, to be answered by an informed adult household member, about the smoking status of all adults and about demographic information such as age, sex, ethnic identity of all household members and educational attainment of each adult.
- An adult interview schedule regarding smoking history, efforts to quit smoking, exposure to second-hand smoke, policies regarding smoking that affect respondents' lives, and opinions about various issues related to smoking. The interview questions varied depending on whether the respondent was a smoker, a former smoker, or a non-smoker (had not smoked 100 cigarettes in his/her lifetime).

INSTRUMENT DEVELOPMENT AND TESTING

The data collection instruments used in the MATS contained many of the same items included in the MTS in order to be able to assess persistence or change. New items were added at the time of the MATS startup, as well as periodically during MATS fielding, to track exposure to the various program interventions and attitudes toward newly emerging issues. Table 2.1 lists the concepts measured on the MATS and indicates whether they also appeared on the MTS, whether they were new to MATS, or whether they were just added during the most recent year of data collection. The design of the instruments was a joint effort of Center for Survey Research staff and staff members from the Massachusetts Department of Public Health.

Before beginning the survey initially, near-final survey instruments underwent a detailed pre-test under realistic conditions. Pretest samples were drawn through a combination of random-digit dialing and networking to people who were known to CSR employees, but not involved in the survey research process.

At the time the survey began, questions were evaluated in four ways. First, all interviews were tape recorded with respondent permission. For items new to the MATS interview, the behavior of respondents and interviewers was coded using special behavioral codes. These identified the rate at which questions were read exactly as worded, for which probing was required in order to get an adequate answer, and for which respondents asked for clarification. These behaviors have been shown to be reliable indicators of question problems². Second, interviewers were given rating forms on which to record whether each question posed a problem by virtue of being difficult to read or difficult to answer. Third, after the field pretest, when behavior coding and interviewer rating forms had been tabulated, interviewers gathered in a traditional debriefing. At that session, interviewers discussed with investigators their experiences with the questions. They also helped to diagnose the problems that showed up in the behavior coding. Finally, for selected questions, the actual pattern of responses was tabulated to make sure that distributions and answers corresponded with expectation. In general, after the extensive testing that had gone on previously, we found these survey instruments to be very sound. However, the instruments were further improved in numerous ways based on the results from the pretest. Subsequent MATS survey updates have occurred several times a year on average, but cognitive interviews were not conducted each time.

² Fowler Jr., F.J., Reducing interviewer-related error through interviewer training, supervision, and other means. In Biemer, et al. Measurement Errors in Surveys, New York: John Wiley, 1991, 259-278.

TRANSLATION PROCEDURES

After the English version was finalized, professional translators converted the instruments into Spanish. When translations were completed, they were independently back-translated to English. The back-translated versions were then compared to the original English version. Discrepancies were resolved during meetings attended by the primary translators, back-translators, and CSR staff. This ensured that the translated instruments have the intended meaning to the greatest extent possible. The Spanish language interview was programmed into the CATI version.

TABLE 2.1 CONCEPTS MEASURED IN MATS³

PROGRESS TOWARD TOBACCO CONTROL

Prevalence of Tobacco Use

Smoking status (MTS)
Duration of abstinence (MTS)
Age at initiation (MTS)
Smokeless tobacco use (MTS)
Cigar use (MATS)

Progress Toward Cessation

Level of addiction (MTS)
Quit attempts (MTS)
Stage of readiness to quit (MTS)
Score on contemplation ladder (MTS)
Use of Nicotine Replacement Therapy (MTS)
Self-imposed changes in smoking habits (MATS*)

Exposure to ETS

Exposure to environmental tobacco smoke (MTS)
Smoking policy at home and at work (MTS)
Exposure in restaurants & bars (MATS)

Attitudes About Tobacco Control

Support for restrictive policies in public places (MTS)
Support for restrictions on sale and promotion of cigarettes (MTS)
Support for additional taxation on tobacco (MTS)
Assertiveness in the face of smoking policy violations (MTS)
Support for tobacco industry theme of accommodation (MATS)
Predicated response to smoke-free restaurants & bars (MATS)

Demographics

Age (MTS)
Sex (MTS)
Ethnicity (MTS)
Education (MTS)
Household Income (MTS)
Household Composition (MTS)

EXPOSURE TO MTCP INTERVENTIONS

Impact of Media Messages

Awareness of tag line ("It's time we made smoking history") (MATS)
Advertising Recall (MATS*)
Perceived vulnerability to illness due to smoking (MTS)
Beliefs about addictiveness of tobacco (MATS)
Beliefs about tobacco industry manipulation of nicotine content of cigarettes (MATS)
Beliefs about risks of ETS exposure (MTS)
Extent of efforts to avoid ETS (MATS)
Beliefs about risks of switching from cigarettes to cigars (MATS)

Exposure to Cessation Services or Messages

Source of info. on quitting (MTS)
Participation in cessation programs (MTS)
Social support for quitting (MTS)
Receipt of MD or dentist advice to quit (MTS)

Exposure to Teen Prevention Efforts

Awareness of symbol - S Free (MATS)
Beliefs about effectiveness of law against sales to minors (MTS)
Beliefs about industry marketing to teens (MATS)
Extent of disapproval of teen smoking (MATS)

Impact of Policy Initiatives

Support for local tobacco control efforts (MATS)
Evaluation of city/town tobacco control ordinances - Too lax/too strict (MATS)
Prevalence of out-of-state tobacco purchases (MATS)
Impact of price increases on smokers (MTS)
Belief that tobacco companies are financially responsible for treating tobacco-related illnesses (MATS*)

KEY

MTS: Item contained on MTS & MATS
MATS: Item on MATS only
MATS*: New in 1998

³ Please refer to the most recent version of the MATS Survey Instrument Codebook for all current and former questions and dates of application.

CHAPTER 3

DATA COLLECTION AND PREPARATION

OVERVIEW

The survey was conducted using a Computer-Assisted Telephone Interviewing software package called CASES[®], published by the University of California at Berkeley. The sample consists of sets of telephone numbers, generated as described in Chapter 1, which together constitute a probability sample of all housing units with telephone service in the Commonwealth. When an interviewer begins work, the CATI system selects a telephone number from the sample and displays it on the screen for the interviewer to dial. The first task of the interviewer is to ascertain the status of that number. If it is not a working residential number, it is dropped from the sample. If it is a working residential number, the interviewer's task is to complete the brief household interview. As mentioned earlier, the household interview serves two basic functions: it obtains information about the smoking status, age, gender, and ethnic background of all persons 18 or older residing in the household; and it generates a listing of adult household members that forms the basis for selection of adults for the in-depth interviews.

Any English or Spanish-speaking household resident eighteen or older can provide the information for the screening interview. The interviewer then takes steps to complete the extended interview as well. If the extended interviews can not be completed at the same time that the household interview is completed, interviewers continue to call the household as necessary.

COMPUTER-ASSISTED TELEPHONE INTERVIEWING

Computer Assisted Telephone Interviewing (CATI) accomplishes three important tasks: first, the system manages the sample. Selected telephone numbers are loaded into the system and the CATI system systematically goes through available numbers and assigns them to interviewers for coverage. The system gives priority to pre-arranged appointments or times that interviewers enter as likely times to find particular respondents at home. Second, the CATI system provides interviewers with the questions they are to read. One of the distinctive advantages of CATI is that complex instructions for question order, based on answers to previous questions, can be programmed into the system. This capability leaves interviewers free to concentrate on interacting with respondents; interviewers simply read the questions that appear automatically on screen. Finally, the CATI system provides for entering data directly, rather than by writing answers in an interview booklet. Interviewers record answers by keying numerical codes into the computer. The CATI system prevents interviewers from entering out-of-range codes, and sometimes forces interviewers to acknowledge their entries, thus minimizing random keying errors. There are also options available for interviewers to record notes and verbatim responses as needed.

ADVANCE LETTER NOTIFICATION

In an effort to improve response rates, CSR began sending pre-notification letters to households in the MATS sample in October of 1997 and continued to send letters to sampled households throughout most of 1998. After monthly samples were drawn, the randomly generated telephone numbers were sent to a commercial address-matching service. This service provided CSR with addresses for approximately one-third of all sampled telephone numbers. Letters introducing and explaining the study, as well as answers to frequently asked questions, were sent to each residential address four to seven days in advance of the initial calls (see Figures 3.1 and 3.2 for examples). Sample units that matched with commercial or business addresses were not sent mailings. In some sample months, experiments were conducted wherein we included \$2.00 with the advance letter as an incentive for participation.

Figure 3.1
Example of Advance Letter Notification

[Date]

[Name]

[Address]

Dear [Name]:

I am writing to let you know that within the next two weeks an interviewer from the Center for Survey Research will be phoning your household in order to get your opinions about health issues important to the people of Massachusetts. Using a scientific sampling technique, your telephone number has been selected to be one of the 225 Massachusetts households we will interview in [coming month]. We conduct these interviews under contract for the Massachusetts Department of Public Health.

You may have read about the Massachusetts Tobacco Control Program in your local newspaper or seen the billboards and television spots produced by the program. Since the program started, the Center for Survey Research at the University of Massachusetts has been carrying out surveys of Massachusetts residents to see how people are responding to it and how they feel about various tobacco control policies. We are interested in finding out, for example, whether you think smoking should or should not be permitted in restaurants and whether you support or oppose efforts to reduce teen smoking.

All interviews are strictly confidential, the names of the individuals who are interviewed never appear in anything we publish.

In recent years, there has been an enormous increase in telephone marketing and fund-raising which tends to be very burdensome for the general public. This, understandably, makes some people reluctant to accept phone calls from strangers, even when they are not selling something or asking for money. We hope you will share this letter of introduction with others in your household and that it will help you to feel more comfortable about talking to one of our interviewers. Our goal is to learn about the way Massachusetts residents are responding to recent developments in tobacco control policy with the aim of improving the public health.

Yours sincerely,

Lois Biener, Ph.D.
Director, Massachusetts Adult Tobacco Survey

P.S. If you would like to set up a specific time to be interviewed, we would welcome a phone call to 800-492-5845. Just tell the receptionist that you'd like to set up an appointment for the "MATS" interview and provide the ID# on the bottom of this letter. Interviews are usually conducted between 4pm and 9pm Sunday through Thursday, 2pm to 7pm on Friday, and 10 to 3 on Saturday.

ID#: [number]

Figure 3.2
Some Frequently Asked Questions about
the Massachusetts Adult Tobacco Survey (MATS)

Q. How will the study results be used? What will you do with this information?

A. The information we collect will tell us about people's opinions about tobacco control policy and their experience with tobacco use. Some information from the study will be published in Department of Public Health reports. Those reports will be widely distributed to legislators, researchers, news organizations, and the general public.

Q. How did you get my telephone number?

A. Your telephone number was randomly selected from all of the possible telephone numbers in Massachusetts. We do not use telephone directories to select telephone numbers.

Q. How did you get my address?

A. After the telephone numbers were randomly selected, we sent them to a company which provided addresses for those telephone numbers. That company gave us the list that was used to address the envelopes for this mailing. No records were kept of the addresses after this mailing was completed, and addresses are not on the file that contains the telephone numbers. Interviewers do not have the names or addresses for any telephone numbers.

Q. How will you keep my information confidential?

A. All information you give to the interviewer will be kept completely confidential. All employees of the Center for Survey Research who are working on this study are required by law to protect the confidentiality of respondents. Also, individual responses are never published in reports; they are added to the responses of others and are published as statistical summaries.

Q. How long will the survey take?

A. All households are asked to participate in an initial interview that usually takes 5 to 7 minutes. This includes a few questions about household members. We use information about household members to determine who in your household will be selected for an additional interview. These additional interviews take about 15 to 20 minutes.

INTERVIEWERS

An essential part of any survey operation is the field staff who does the interviewing. A total of 46 interviewers worked on this project, a mixture of experienced and newly recruited interviewers. All CSR interviewers received a minimum of four days' training on standardized, non-directive interviewing techniques. In addition, they all received specialized training in the procedures and objectives of each survey.

SUPERVISION

Part of the quality control program at the Center for Survey Research involves continuous monitoring and supervision of interviewers. Specially trained supervisors monitor a sample of each interviewer's work on each shift. Monitoring includes listening to a segment of an interview and systematically recording the extent to which interviewers adhere to standards for good interviewing practice: asking questions exactly as worded, probing non-directively, and maintaining appropriate, neutral rapport with respondents. When problems are identified, interviewers meet with a supervisor after the interview is complete to discuss the problem and identify its source; retraining is initiated as needed.

FIELD PROCEDURES

During 1998, interviewing was conducted every day except January 1, January 13, April 12, July 4, November 26, December 24, December 25 and December 31. A total of 5,168.25 interviewing hours and 986.5 supervisory hours were expended on the project over a total of 357 shifts. An additional 149.25 hours were spent in briefings and conducting clerical tasks. Shifts were five hours each, on average, running from 4:30 p.m. to 9:30 p.m. Monday through Thursday, 3:00 p.m. to 8:00 p.m. on Friday, 10:00 a.m. to 3:00 p.m. on Saturday, and 4:00 p.m. to 9:00 p.m. on Sunday. Occasional shifts were held earlier in the day to help ascertain the status of numbers not answered during regular shifts and to cover appointments made with respondents.

The sample began with 8757 telephone numbers, of which 4696 were residential (4672 were confirmed residences and another 24 were deemed likely residences). See Chapter 1 for details of the results of the field work, including response rates.

When an interviewer called a new working telephone number, the first step was to ascertain that it reached a residence. Upon establishing contact, the interviewer introduced the study, explained the purposes and sponsorship of the research, assured respondents of confidentiality and the voluntary nature of their participation and asked whether a responsible adult would complete the screening interview. The screening interview required 3.54 minutes on average.

If no one answered, callbacks were made at different times of day, and on different days, up to a minimum of ten calls. If there still had been no household contact, interviewers waited a week or two, and then tried the number again, to reach households where people were away for short periods. As reported previously, very few households reached a final status of "no contact." Those that did had been called an average of 18.21 times.

If the person who initially answered the telephone was reluctant to be interviewed, interviewers made every effort to provide information that respondents might need to consider participating and attempted to make it possible to call back later. Initially reluctant respondents were recontacted a minimum of four days after a refusal occurred and efforts were made to convince an eligible adult to complete the household or extended interview. Successful refusal conversion resulted in 419 extended interviews. Initial refusals were given by 2,044 households; thus, interviewers were able to convert 20.5% of all initial refusals to extended interviews.

Once the screening interview had been completed, interviewers attempted to complete the extended interview with the selected adult on the same call. Failing that, they tried to find a time when they could reach the designated respondent. Once again, a minimum of ten calls were made to the household to arrange an interview with difficult-to-reach respondents; in many cases, more than ten calls were made. Households which completed the initial screening interview, but failed to complete the extended interview received an average of 21.77 calls. Table 3.1 shows the distribution of calls made across different results.

If the designated extended interview respondent was different from the household interview informant, the study was reintroduced, including all necessary information about sponsorship, purposes, and confidentiality. Extended interviews were an average of 21.50 minutes in duration. Screening and interviewing required 1.99 hours of interviewer effort per completed long interview. This includes time spent reviewing feedback from supervisors and any retraining necessary.

Table 3.1
Call Attempts by Result

Result	Average Number of Calls
All Household Interviews (n=3235)	12.09
Adult Interviews (n=2582)	9.65
Household Interview Only (n=653)	21.77
Confirmed Residences w/ Household Interview completed (n=1437)	15.11
Refused Household Interview (n=1009)	13.02
Barrier due to illness, etc. (n=167)	16.45
Reached Limit on Calls (n=142)	36.99
Language Barrier (n=119)	4.99
Non-Working, Non-residential & Unconfirmed (n=4085)	5.51
Non-Working Telephone Numbers (n=2242)	2.36
Working, Non-Residential Numbers (n=1249)	5.14
Unconfirmed (n=594)	18.21
TOTAL (n=8757)	9.52

Finally, a special challenge of this study was the desire to collect data from some respondents who did not speak English but could speak Spanish. Whenever possible, interviewers asked respondents if they would feel comfortable being interviewed in English. If they did not, and they spoke Spanish, the household was assigned to a Spanish-speaking interviewer. In all, 115 interviews were completed in Spanish.

DATA CLEANING

The data were cleaned after each six months of data collection. The first part of the cleaning process checked the existing data and produced a printout displaying the values of selected variables before and after cleaning. The printout from the checking process was reviewed to see if any interviews were blanked out, if the respondent selected for an interview was somehow different from the respondent who actually did the interview, and if there were any illegal or missing answers. Once a questionnaire successfully passed these checks, it was ready for the second part of the cleaning process, known as "certification." This process systematically went through each interview from start to finish, clearing out any "backed-over" values and overwriting the old data with the new, clean data. This process was done with an option that allowed us to salvage the data that existed prior to cleaning. The result of the cleaning process is a data file with correct skip patterns, with coded responses to open-ended questions, and with no wild codes.

CHAPTER 4

WEIGHTS, CALCULATING ERROR VARIANCE

Weighting

Due to the fact that the sample for the 1998 Massachusetts Adult Tobacco Survey was drawn using a stratified design, it is necessary to use weights in order to properly adjust the sample to be reflective of the general population. The adjustments are necessary to account for oversampling of the five strata of particular interest, namely: Boston, Springfield, Worcester, Lawrence and Lowell, and Fall River and New Bedford.

The GENESYS system was used to select a random sample of telephone numbers within each stratum. Using this system, the base weights for household i within stratum k was computed as follows:

$$w_{ik} = \frac{n_k}{N_k}$$

where:

n_k =the actual number of telephone numbers selected within stratum k ($k=1,...,6$).

N_k =the actual number of telephone numbers that exist within stratum k .

This weight represents the inverse of the probability of selection for each household in the sample. It is always a true inverse of the probability of selection as weights were not limited (trimmed) in any way to gain a potential variance reduction.

These base weights were adjusted for households which were found to have more than one telephone number. If this situation is discovered, since the household had a higher probability of selection, then the sample weights must be adjusted to take this into account. The multiple telephone adjustment was computed as:

$$T_{ik} = \begin{cases} 0.5 & \text{if household had more than one telephone number} \\ 1 & \text{if household had only one telephone number} \end{cases}$$

A second adjustment made to these weights was for nonresponse. Since response rates did vary by stratum, nonresponse adjustments were applied by stratum to account for this differential nonresponse.

The appropriate nonresponse adjustments were computed as:

Household Nonresponse Adjustment

$$H_{ik} = \frac{1}{R_k^H}$$

Where:

R_k^H = the household response rate for stratum k.

Adult Nonresponse Adjustment

$$A_{ik} = \frac{1}{(R_k^H R_k^A)}$$

where:

R_k^A = the adult response rate for stratum k.

Therefore, the final adjusted weights were computed as:

$$\text{Screener Adjusted Weight} = w_{ik}^H = w_{ik} T_{ik} H_{ik}$$

$$\text{Adult Adjusted Weight} = w_{ik}^A = w_{ik} T_{ik} A_{ik}$$

These weights represent the probability of selection for a sample household adjusted for number of telephones and nonresponse. They are household weights. Since the file of data from screening interviews has one record for each person in the household, these weights are also person weights for the screener file. For the data from adult interviews, since one adult was randomly selected from among all eligible adults in the household, the adult household weights must be further adjusted to account for the number of adults in the household.

Final weights were computed by taking the adjusted weights and centering them around 1. This weight was computed by multiplying the adjusted weight by (n/N) where n = the overall study sample size, and N = the sum of all adjusted weights. This weight sums to the overall sample size while still reflecting basic differences in probabilities of selection and response rates..

It should be noted that this method of weight adjustment assumes that there is no differential nonresponse bias. In other words, it assumes that the group of nonrespondents is, on average, similar to the group of respondents within any group. With the lack of any evidence to disclaim this assumption, no additional types of weighting adjustments were considered. A general discussion of how to use these weights is included in Chapter 5.

VARIANCE ESTIMATION

A problem frequently encountered with the analysis of data from complex sample designs is the computation of sampling errors. Most statistical software programs do not allow for the input of a complex sample design and assume simple random sampling. This can lead to an underestimate of sampling errors and perhaps erroneous conclusions drawn from the survey. Fortunately, several approaches have been developed for computing estimates of sampling errors from complex surveys.

They include:

- Taylor linearization
- Balanced Repeated Replication (BRR)
- Jackknife procedures
- Generalized Variance Functions

The procedure selected for use with the 1998 Massachusetts Tobacco Study is Taylor linearization. This is the method of variance estimation used by the SUDAAN computer software package. For a detailed description of Taylor linearization see Wolter⁴ or the SUDAAN Technical Manual⁵.

In the analysis of the 1998 Massachusetts Adult Tobacco Survey, estimated design effects were computed for a partial list of variables. The design effect is an estimate of the increase (or decrease) in variance due to the complexity of the sample design compared to simple random sampling.

Household Interview Variables:	Estimated Design Effect
age of person.....	1.61
education level of person.....	1.44
two-level smoking status.....	1.50

Adult Interview Variables:

self placement on contemplation ladder.....	0.90
number of hours exposed to smoke at work.....	1.15
education level of person.....	0.91
support for tobacco ads in print media.....	0.98
number of friends that are smokers.....	0.92
health rating from 0 to 10.....	0.92
smoking helps one concentrate.....	0.83

⁴ Wolter, Kirk M., Introduction to Variance Estimation, New York: John Wiley & Sons, 1985.

⁵ Shah, Babubhai V., Barnwell, Beth G., & Bieler, Gayle S., SUDAAN User's Manual, Research Triangle Park, Research Triangle Institute, 1996.

The design effects presented in this chart are those for which standard errors of the estimates are inflated due to the complex nature of the sample design. As can be seen, they vary from about 1.4 for education to 1.6 for age, with the household interviews from 0.8 for "smoking helps one concentrate" to 1.2 for "number of hours exposed to smoke at work" with the adult interviews. From these results, it is quite easy to see the net effect of the complexity of the sample design. For variables on the adult interview, the stratification in many cases gave rise to a slight reduction in variance estimates. This is caused by people from within a stratum being more similar to each other than people from other strata. Due to the fact that stratification was primarily around urban centers, it is evident why this effect occurred. As "number of hours exposed to smoke at work" points out though, not all variables have a slight variance reduction. Design effects for variables on the household interview have larger design effects due to collecting information from all adult household members. This produces a clustering by household and increases design effects. When estimating standard errors, these figures can be used as guides for estimating the extent to which standard errors based on the assumption of simple random sampling need to be adjusted.

The design effects reported here are smaller than those reported for the 1995 through 1997 MATS. The primary reason for this reduction is a change in the sampling strategy in November 1997. This change went from a modified Mitofsky-Waksberg RDD design to a list assisted RDD design using the GENESYS system. This change eliminated the clusters that are part of a Mitofsky-Waksberg design and therefore improved the estimated design effects.

CHAPTER 5

INSTRUCTION FOR USE OF PUBLIC DATA TAPE

How and When to Use Weights

There are two distinct data files from the 1998 Massachusetts Adult Tobacco Survey; the household interview or screener file and the adult interview file. On each of these files are three different weights: the base weight, the nonresponse adjusted weight, and an overall sample size adjusted weight. Following is a discussion on the meaning of these weights and how to apply them when using the data files.

Since the data from the 1998 Massachusetts Adult Tobacco Survey came from a survey which used a stratified sample design, use of these data without using weights would lead to misleading results. Therefore, proper weighting of the data is critical for analyses to lead to correct interpretations.

Base weight. This weight is the inverse of the probability of selection and is the cornerstone on which all other weights are constructed. Although it is important, it should not be used in most analyses. It is included on the data files solely as a reference point for the computation of other weights.

Nonresponse adjusted weight. This is the base weight adjusted for:

- multiple telephone ownership, and
- differential survey nonresponse.

This weight has the property that it inflates the sample to population estimates. This weight should be used any time a point estimate of a population parameter is desired. For example, suppose an estimate of the number of black women who smoke in Massachusetts is needed. The nonresponse adjusted weight would be used in this instance. Likewise, the nonresponse adjusted weight would be used to estimate the number of 18-24 year olds in Springfield who smoke, or the number of people exposed to second hand smoke for more than two hours a day, or the number of Hispanics who have quit smoking within the last five years.

Overall sample size adjusted weight. This weight sums to the overall sample size across all strata. This weight should be used for any analyses that combine strata. For example, if an estimate of the percentage of women exposed to smoke at work is desired, then the overall sample size adjusted weight should be used. The advantage of sample size adjusted weights are that they accurately reflect the correct sample size in computer output. It may be a more comfortable weight for users of the data files with statistical packages such as SPSS, SAS, or others. Since the sample size adjusted weights differ from the nonresponse adjusted weights only by a constant multiple, the use of either in any type of statistical analysis will lead to comparable point estimates of parameters. On both the adult interview and household interview files, there are base weights, nonresponse adjusted weights, and overall sample size adjusted weights.

USER CAUTIONS

Finally, it should be noted that users of these data files should use extreme caution for several reasons. First, the data were collected and cleaned in the CASES computer assisted telephone interviewing system. Although this produces very "clean" data, there may still be values on the data files which some may wish to consider erroneous. For example, is the value of 425 pounds for a person's weight a true value or is it a respondent reporting error or an interviewer recording error? Users of these data should examine their variables of interest and make their own determinations.

Second, use of these data files without proper use of survey weights could lead to erroneous results. A description of the weights and how to use them has been included, but users should be both familiar with using data from complex surveys and with weighting in order to ensure proper analytic results.

Third, even though weights have been properly applied, most statistical software packages do not allow for the proper input of a complex sample design for the computation of standard errors. Therefore, point estimates of parameters such as means, totals, or regression coefficients may be correct but estimates of their standard errors may not. Computer packages such as SUDAAN or SUPERCARP, which allow for the estimation of standard errors from complex sample designs, can be used. Relating to the use of these computer packages is the requirement that the sample design be input into the package. For the 1998 MATS, only the stratification variable need be input. This variable is named "STRA" on the computer files for data from 1995 through 1997, both a stratification and a cluster variable need to be input. The stratification variable is named the same as for the 1998 data while the cluster variable is named "CLUSTER2." The design change in November 1997 which eliminated clustering creates the need to be careful when analyzing MATS data from 1995 through 1998. In SUDAAN, the proper way to handle this problem is to state a design which has both stratification and clustering within stratum. For data prior to November 1997, the variables mentioned above can be input into the design. For November 1997 and later, a dummy cluster variable must be created. This is to inform SUDAAN that clustering did not really occur in these months. The dummy variable needs to be greater than 1000 and be unique to each observation. One way to do this is to create a sequential counter which begins at 1000 and increases by 1 for each observation from November 1997 and later. The goal is to have the dummy cluster variable indicate a one observation per cluster design. This allows SUDAAN to properly adjust for the lack of clustering in post November 1997 data. If 1998 MATS data is being analyzed alone, then only the stratification variable needs to be input. Users of SUDAAN or other software packages need to determine how their package can handle combining a clustered and non-clustered stratified design.

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	B. Nonsmokers 95	103
	Nonsmokers 96	104
	Nonsmokers 97	105
	Nonsmokers 98	106
11	Attitude toward Teen Smoking	
	A. Total 95	107
	Total 96	108
	Total 97	109
	Total 98	110
	B. Nonsmokers 95	111
	Nonsmokers 96	112
	Nonsmokers 97	113
	Nonsmokers 98	114
12	Exposure to Media Campaign	
	A. Total 95	115
	Total 96	116
	Total 97	117
	Total 98	118
	B. Nonsmokers 95	119
	Nonsmokers 96	120
	Nonsmokers 97	121
	Nonsmokers 98	122
13	Other Tobacco Use: Cigars	
	A. Total 97	123
	Total 98	124
	B. Males 97	125
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ORGANIZATION OF TABLES

These tables present some of the major variables from the household screener and extended adult surveys carried out between 1993 and December of 1998. Tables with variables from the screener combine the results for all years. Tables of results from the adult surveys group variables by topic and are arranged so that results from each year appear on sequential pages. Tabs separate the tables by topic. Results are broken down by gender, age group, level of education, smoking status (when appropriate), race/ethnicity, and the five urban regions which were over-sampled. The first tables in a group are labeled "A" and present breakdowns within the largest group of respondents, one page for each year. The "B" and "C" tables show breakdowns either within gender or within nonsmokers. Since the sample size was considerably smaller in subsequent years than in 1993, and smokers were not oversampled in the later years, the sample of smokers is too small to yield reliable subgroup estimates. The last two groups of tables show results for questions initiated in 1997 and 1998.

SAMPLE SIZE

Many of the tables also present unweighted sample size for each subgroup examined. The sample size is the number of respondents interviewed in that category. Although the sample size estimates are the same for each variable (i.e. the number of 18 to 24 year-old female respondents is the same for items about smoking status and exposure to anti-tobacco messages), the actual sample size for different items may vary due to missing data. Population size for specific subgroups is shown in the 1993 tables. The same population estimates can be applied to data for subsequent years.

MARGIN OF ERROR

Although popular polls typically cite a single margin of error for an entire survey, in fact the margin of error within a survey varies according to the particular question being asked and the size of the subgroup for which results are presented. On Tables 1A through 1C, the 95% confidence interval (i.e. the margin of error) is presented for the estimates of current smoking status statewide and in each subgroup. For example, according to the household survey in 1995, 21.7 percent of Massachusetts adults are smokers. The margin of error for this estimate is 2.3 percent. This means that one can be 95% certain that the rate of smoking for adults is between 19.4 percent and 24.0 percent. The margin of error is larger for small subgroups. Interpretations about large differences within small subgroups should be made with caution. For example the smoking prevalence among Black, Non-Hispanic respondents appears to rise from 21% in 1993 to 24% in 1995 and then dip to 16% in 1996. However, because the confidence intervals are so large, the differences between these estimates are not statistically significant.

Smoking Prevalence from Screener



Table 1A: Smoking Prevalence From Household Screener

	1993			1995			1996			1997			1998		
	Current Smokers (%) (95% C.I.)	Unweighted Sample Size (n)		Current Smokers (%) (95% C.I.)	Unweighted Sample Size (n)		Current Smokers (%) (95% C.I.)	Unweighted Sample Size (n)		Current Smokers (%) (95% C.I.)	Unweighted Sample Size (n)		Current Smokers (%) (95% C.I.)	Unweighted Sample Size (n)	
Sex															
Male	23.6 ±2.0	10,126		21.8 ±3.1	2656		22.4 ±3.3	2799		20.9 ±2.5	3453		20.4 ±2.9	2850	
Female	21.8 ±1.8	11,755		21.7 ±2.8	3031		19.3 ±2.6	3325		20.4 ±2.5	3898		20.0 ±2.8	3239	
Age															
18-24	27.9 ±3.6	3,210		26.1 ±6.4	714		33.0 ±6.6	852		22.2 ±5.2	953		27.8 ±8.1	795	
25-44	26.3 ±2.0	9,885		24.8 ±3.5	2513		23.2 ±3.3	2656		22.7 ±3.0	3271		21.0 ±3.7	2680	
45-64	20.3 ±2.5	5,348		23.2 ±4.3	1,482		18.4 ±3.7	1590		21.7 ±3.6	1974		21.9 ±4.8	1633	
65+	10.5 ±2.5	3,210		7.6 ±2.9	941		10.8 ±3.9	986		11.8 ±3.5	1080		10.1 ±3.9	922	
Race/Ethnicity															
White Non-Hispanic	23.2 ±1.5	17,889		22.0 ±2.5	4652		20.9 ±2.5	4849		21.5 ±2.2	5822		20.3 ±2.7	4736	
Black Non-Hispanic	21.4 ±4.9	1,485		24.2 ±7.4	400		16.1 ±5.9	466		19.8 ±5.9	505		22.1 ±9.9	428	
Hispanic	17.8 ±4.8	1,381		21.1 ±11.0	379		30.1 ±13.8	457		12.5 ±4.7	612		22.8 ±11.6	570	
Asian & Other	16.3 ±5.3	1,027		14.9 ±9.2	235		15.9 ±7.3	328		-----	-----		-----	-----	
Education															
< 12 Years	30.5 ±4.1	2,753		29.2 ±7.7	758		30.3 ±7.8	833		24.6 ±7.2	873		30.8 ±10.0	781	
12 Years	28.5 ±2.4	7,613		30.8 ±4.4	1923		25.1 ±3.9	2069		25.8 ±3.8	2561		27.1 ±5.1	1918	
13-15 Yrs	25.6 ±2.8	5,043		21.6 ±4.4	1268		24.3 ±4.3	1427		25.0 ±4.2	1753		18.5 ±4.5	1523	
16+ Yrs	13.3 ±2.0	5,829		12.3 ±2.9	1589		12.4 ±2.9	1677		13.9 ±2.9	2061		13.5 ±3.8	1249	
Urban Region															
Boston	22.3 ±1.9	3,626		27.7 ±3.5	892		22.2 ±3.3	931		22.1 ±2.9	1063		20.8 ±3.8	846	
Springfield	29.1 ±1.9	4,312		22.6 ±3.2	917		22.3 ±2.7	1121		24.5 ±2.6	1360		24.4 ±3.5	1011	
Worcester	27.0 ±1.9	3,943		25.8 ±3.2	924		26.4 ±3.1	983		24.4 ±2.9	1190		22.8 ±3.5	938	
Lawrence/Lowell	26.1 ±2.1	3,155		28.0 ±3.2	961		24.6 ±3.0	1037		22.8 ±2.6	1289		19.4 ±3.2	1105	
Fall River/New Bedford	28.7 ±2.2	2,997		26.6 ±3.0	969		28.1 ±3.3	1053		25.4 ±2.9	1208		24.0 ±3.5	1032	
Total Population	22.6 ±1.3	21,909		21.7 ±2.3	5688		20.7 ±2.3	6124		20.7 ±2.3	7445		20.2 ±2.5	6090	

Current Smoker: Has smoked 100 cigarettes in life and now smokes every day or some days.

Source: 1993 Massachusetts Tobacco Survey and 1995-1998 Massachusetts Adult Tobacco Surveys.

Table 1B: Smoking Prevalence From Household Screener - Males

	1993		1995		1996		1997		1998	
	Current Smokers (%) (95% C.I.)	Unweighted Sample Size (n)	Current Smokers (%) (95% C.I.)	Unweighted Sample Size (n)	Current Smokers (%) (95% C.I.)	Unweighted Sample Size (n)	Current Smokers (%) (95% C.I.)	Unweighted Sample Size (n)	Current Smokers (%) (95% C.I.)	Unweighted Sample Size (n)
Age										
18-24	26.2 ±5.2	1,542	22.7 ±8.1	333	35.9 ±9.2	393	16.9 ±6.2	468	24.2 ±8.5	425
25-44	27.2 ±3.0	4,732	24.6 ±4.7	1,207	25.5 ±4.9	1,246	24.8 ±4.0	1,590	23.0 ±4.5	1,266
45-64	22.1 ±3.8	2,485	24.0 ±6.2	709	19.3 ±5.4	747	22.4 ±5.0	937	20.8 ±5.4	749
65+	10.3 ±3.9	1,293	7.8 ±4.3	394	10.2 ±5.5	399	7.1 ±4.5	432	9.5 ±4.8	386
Race/Ethnicity										
White Non-Hispanic	23.7 ±2.1	8,369	22.1 ±3.2	2,204	21.4 ±3.5	2,243	21.6 ±2.8	2,759	20.4 ±3.1	2,234
Black Non-Hispanic	22.5 ±7.6	647	26.1 ±11.4	166	21.2 ±10.4	193	23.1 ±9.6	234	25.5 ±12.2	182
Hispanic	19.5 ±7.7	568	17.9 ±8.6	154	36.1 ±18.0	211	18.0 ±9.4	263	27.6 ±15.2	259
Asian & Other	23.9 ±8.9	496	16.8 ±12.9	122	30.8 ±15.7	138	-----	-----	-----	-----
Education										
< 12 Years	34.1 ±6.2	1,265	32.6 ±11.3	348	34.9 ±10.5	395	28.9 ±8.5	413	33.7 ±10.7	355
12 Years	30.9 ±3.6	3,484	33.1 ±6.1	870	28.4 ±5.9	934	28.6 ±5.0	1,209	27.5 ±6.0	888
13-15 Yrs	29.0 ±4.5	2,194	18.0 ±5.4	563	27.3 ±6.9	591	25.9 ±6.3	737	19.7 ±5.7	709
16+ Yrs	11.3 ±2.7	2,893	12.6 ±3.8	804	11.4 ±3.7	821	12.3 ±3.4	1,041	12.7 ±4.7	618
Urban Region										
Boston	23.3 ±2.9	1,618	29.1 ±4.6	407	23.2 ±4.4	406	23.7 ±4.2	514	24.4 ±5.4	399
Springfield	31.9 ±2.9	1,948	27.3 ±4.5	423	21.7 ±3.7	508	25.5 ±3.6	626	27.3 ±4.5	460
Worcester	28.2 ±2.9	1,838	26.3 ±4.1	441	26.7 ±4.2	444	26.2 ±3.8	541	24.7 ±4.5	443
Lawrence/Lowell	26.8 ±3.1	1,492	33.3 ±4.4	456	27.1 ±4.1	486	24.0 ±3.7	606	20.5 ±4.1	524
Fall River/New Bedford	33.1 ±3.4	1,371	32.1 ±4.3	442	31.3 ±4.7	483	27.6 ±3.9	575	26.1 ±4.4	486
Total Population	23.6 ±2.0	10,126	21.8 ±3.1	2,656	22.4 ±3.3	2,799	20.9 ±2.5	3,453	20.4 ±2.9	2,850

Source: 1993 Massachusetts Tobacco Survey and 1995-1998 Massachusetts Adult Tobacco Surveys.

Table 1C: Smoking Prevalence From Household Screener - Females

	1993		1995		1996		1997		1998	
	Current Smokers (%) (95% C.I.)	Unweighted Sample Size (n)	Current Smokers (%) (95% C.I.)	Unweighted Sample Size (n)	Current Smokers (%) (95% C.I.)	Unweighted Sample Size (n)	Current Smokers (%) (95% C.I.)	Unweighted Sample Size (n)	Current Smokers (%) (95% C.I.)	Unweighted Sample Size (n)
Age										
18-24	29.4 ±5.2	1,667	29.2 ±9.0	381	30.3 ±8.9	459	27.6 ±8.3	485	32.0 ±11.4	370
25-44	25.3 ±2.8	5,151	25.0 ±4.4	1306	21.2 ±4.1	1410	20.8 ±3.5	1681	19.2 ±4.1	1414
45-64	18.7 ±3.4	2,862	22.4 ±5.4	773	17.5 ±4.6	843	21.1 ±4.9	1034	22.9 ±5.4	884
65+	10.7 ±3.2	1,917	7.4 ±3.9	547	11.2 ±5.5	587	14.9 ±5.0	648	10.6 ±4.8	536
Race/Ethnicity										
White Non-Hispanic	22.8 ±2.0	9,510	21.9 ±3.0	2447	20.4 ±2.9	2606	21.4 ±2.7	3060	20.2 ±3.1	2501
Black Non-Hispanic	20.5 ±6.4	837	23.3 ±8.4	234	12.4 ±5.2	273	16.4 ±7.9	271	19.9 ±10.1	246
Hispanic	16.8 ±6.1	813	22.8 ±14.9	225	23.2 ±13.1	246	8.8 ±3.5	349	19.1 ±11.4	311
Asian & Other	8.7 ±5.7	531	12.5 ±11.9	113	6.6 ±4.7	190	-----	-----	-----	-----
Education										
< 12 Years	26.9 ±5.3	1,486	26.8 ±9.7	409	25.2 ±9.0	438	20.5 ±7.9	459	28.1 ±12.6	426
12 Years	26.4 ±3.2	4,126	28.9 ±5.3	1053	22.5 ±5.1	1135	23.3 ±4.7	1349	26.8 ±5.8	1030
13-15 Yrs	23.0 ±3.6	2,848	24.8 ±6.2	705	22.0 ±5.2	836	24.4 ±5.0	1016	17.4 ±4.8	814
16+ Yrs	15.3 ±3.1	2,930	11.9 ±3.8	785	13.4 ±3.9	856	15.6 ±4.2	1020	14.4 ±4.9	630
Urban Region										
Boston	21.4 ±2.5	1,999	26.8 ±4.5	485	21.4 ±3.9	525	20.6 ±3.4	548	17.5 ±4.1	447
Springfield	26.7 ±2.5	2,361	18.5 ±3.5	494	22.7 ±3.6	613	23.7 ±3.2	734	22.0 ±3.8	551
Worcester	26.0 ±2.6	2,101	25.3 ±4.1	483	26.0 ±3.9	539	22.7 ±3.5	648	21.0 ±3.9	495
Lawrence/Lowell	25.5 ±2.9	1,661	23.2 ±3.8	505	22.5 ±3.6	551	21.5 ±3.3	682	18.4 ±3.6	581
Fall River/New Bedford	25.0 ±2.9	1,621	22.1 ±3.5	526	25.3 ±3.7	570	23.4 ±3.5	632	22.0 ±3.8	546
Total Population	21.8 ±1.8	11,755	21.7 ±2.8	3031	19.3 ±2.6	3325	20.4 ±2.5	3898	20.0 ±2.8	3239

Source: 1993 Massachusetts Tobacco Survey and 1995-1998 Massachusetts Adult Tobacco Surveys.

Smoking Status from Adult Interview

**1993 Table 2-A
Detailed Smoking Status from Adult Interview**

	Current Daily Smokers (%)	Current Occasional Smokers (%)	Very Recent Quitters (%)	Recent Quitters (%)	Remote Quitters (%)	Never Smokers (%)	Population Size (N)	Sample Size (n)
Sex								
Male	20.0	4.3	2.2	8.4	23.2	41.9	2,030,429	2,142
Female	18.2	4.0	3.0	11.8	17.9	45.2	2,326,715	2,591
Age Category								
18 - 24	23.6	4.3	1.0	3.0	1.2	66.9	509,786	630
25 - 44	23.6	5.0	2.5	10.3	13.7	45.0	2,135,000	2,348
45 - 64	15.2	3.3	4.0	12.5	30.7	34.3	1,150,286	1,043
65 or Older	8.6	1.9	1.9	13.8	41.2	32.5	562,072	581
Race/Ethnicity								
White Non-Hispanic	19.5	4.2	2.6	10.0	22.2	41.5	3,877,858	3,255
Black Non-Hispanic	16.8	2.3	6.0	15.7	9.9	49.4	183,000	506
Hispanic	14.9	7.6	0.3	11.4	10.4	55.5	130,714	474
Asian & Other	15.5	1.1	2.3	8.1	2.7	70.3	165,572	268
Education Level								
Less than 12 Years	29.0	5.8	2.3	12.5	14.1	36.3	344,214	713
12 Years	28.4	3.6	2.9	11.8	18.5	34.8	1,320,215	1,564
13 - 15 Years	21.4	4.7	2.7	12.7	15.5	42.9	1,032,643	1,153
16 or More Years	7.9	3.5	2.5	7.1	26.7	52.3	1,660,072	1,173
Urban Region								
Boston	18.8	7.2	2.3	9.7	11.0	51.0	433,598	809
Springfield	27.5	5.6	3.6	10.0	16.5	37.0	107,359	761
Worcester	25.3	3.1	2.8	11.9	17.2	39.7	123,216	748
Lawrence/Lowell	24.9	3.8	1.5	8.3	14.6	46.9	116,244	629
Fall River/New Bedford	28.2	3.7	2.7	9.7	13.0	42.8	135,556	899
Total Population	19.0	4.1	2.6	10.2	20.4	19.0	4,357,144	4,733

Current Daily Smoker: Has smoked 100 cigarettes in life and now smokes every day

Current Occasional Smoker: Has smoked 100 cigarettes in life and now smokes on some days

Very Recent Quitter: Has smoked 100 cigarettes in life, does not smoke at all now, and quit smoking within last 12 months

Recent Quitter: Has smoked 100 cigarettes in life, does not smoke at all now, and quit smoking more than 12 months ago, but within last 5 years

Remote Quitter: Has smoked 100 cigarettes in life, does not smoke at all now, and quit smoking more than 5 years ago

Never Smoker: Has not smoked 100 cigarettes in life

Source: 1993 Massachusetts Tobacco Survey - Adult

**1995 Table 2-A
Detailed Smoking Status from Adult Interview***

	Current Daily Smokers (%)	Current Occasional Smokers (%)	Former Smokers (%)	Never Smokers (%)	Unweighted Sample Size (N)
Sex					
Male	16.8	3.9	36.9	42.3	1022
Female	14.9	3.9	30.9	50.2	1334
Age Category					
18 - 24	21.0	5.0	3.7	70.3	218
25 - 44	17.4	3.2	27.0	52.4	1095
45 - 64	17.2	5.2	45.6	32.0	598
65 or Older	3.6	3.0	56.6	36.9	438
Race/Ethnicity					
White Non-Hispanic	14.6	4.1	36.8	44.5	1847
Black Non-Hispanic	16.6	4.4	15.3	63.7	160
Hispanic	11.8	3.1	17.3	67.8	167
Asian & Other	21.6	1.2	12.8	64.4	71
Education Level					
Less than 12 Years	27.1	.7	44.9	27.3	298
12 Years	24.4	4.3	30.0	40.7	748
13 - 15 Years	15.4	5.3	35.5	43.7	566
16 or More Years	6.2	3.5	32.8	57.5	707
Urban Region					
Boston	20.0	7.1	25.5	47.5	376
Springfield	16.6	2.2	32.5	48.7	389
Worcester	20.0	4.5	26.2	49.3	426
Lawrence/Lowell	22.5	3.2	29.5	44.7	370
Fall River/New Bedford	25.2	2.6	29.2	43.0	385
Total	15.7 ±3.0	3.9 ±1.5	33.6 ±3.9	46.7 ±3.9	2356

Current Daily Smoker: Has smoked 100 cigarettes in life and now smokes every day
Current Occasional Smoker: Has smoked 100 cigarettes in life and now smokes on some days
Former Smokers: Has smoked 100 cigarettes in life, does not smoke at all now
Never Smoker: Has not smoked 100 cigarettes in life

* Fewer distinctions were made in 1995 survey.

Source: 1995 Massachusetts Adult Tobacco Survey

1996 Table 2-A
Detailed Smoking Status from Adult Interview

	Current Daily Smokers (%)	Current Occasional Smokers (%)	Former Smokers (%)	Never Smokers (%)	Unweighted Sample Size (N)
Sex					
Male	15.7	6.1	34.9	43.3	1064
Female	13.9	3.5	30.5	52.2	1509
Age Category					
18 - 24	21.7	12.5	2.5	63.6	299
25 - 44	17.6	5.7	24.7	52.1	1158
45 - 64	10.4	1.9	47.4	40.3	643
65 or Older	9.9	1.0	51.3	37.9	463
Race/Ethnicity					
White Non-Hispanic	15.1	3.5	34.8	46.5	2031
Black Non-Hispanic	13.2	3.5	29.3	54.0	194
Hispanic	17.2	17.1	17.4	48.3	196
Asian & Other	5.2	16.0	10.0	68.9	78
Education Level					
Less than 12 Years	29.3	2.0	27.8	40.9	313
12 Years	21.3	6.0	33.0	39.8	830
13 - 15 Years	16.7	5.4	26.7	51.2	658
16 or More Years	6.0	3.7	37.0	53.2	747
Urban Region					
Boston	18.7	5.0	25.9	50.4	389
Springfield	17.2	4.3	26.1	52.4	477
Worcester	22.5	4.2	29.5	43.8	442
Lawrence/Lowell	19.4	4.4	26.6	49.7	418
Fall River/New Bedford	24.9	3.7	31.3	40.1	421
Total Population	14.7±2.7	4.7±1.9	32.5±4.1	48.1±4.3	2573

Current Daily Smoker: Has smoked 100 cigarettes in life and now smokes every day
Current Occasional Smoker: Has smoked 100 cigarettes in life and now smokes on some days
Former Smokers: Has smoked 100 cigarettes in life, does not smoke at all now
Never Smoker: Has not smoked 100 cigarettes in life

Source: 1996 Massachusetts Adult Tobacco Survey

**1997 Table 2-A
Detailed Smoking Status from Adult Interview**

	Current Daily Smokers (%)	Current Occasional Smokers (%)	Former Smokers (%)	Never Smokers (%)	Unweighted Sample Size (N)
Sex					
Male	20.2	2.4	35.4	42.1	1356
Female	16.1	3.1	30.0	50.7	1752
Age Category					
18 - 24	22.8	3.6	4.6	69.1	329
25 - 44	18.4	4.4	23.8	53.5	1392
45 - 64	19.0	1.0	48.9	31.1	855
65 or Older	11.7	0.2	43.9	44.1	513
Race/Ethnicity					
White Non-Hispanic	18.7	2.8	34.6	43.9	2475
Black Non-Hispanic	15.1	3.5	17.4	64.0	209
Hispanic	10.7	0.8	18.3	70.2	259
Asian & Other	11.5	1.3	6.4	80.8	71
Education Level					
Less than 12 Years	23.0	1.1	23.6	52.3	363
12 Years	24.1	2.5	30.4	43.1	1030
13 - 15 Years	22.5	3.3	35.7	38.5	771
16 or More Years	10.0	3.0	33.1	53.8	919
Urban Region					
Boston	21.7	4.0	22.7	51.6	447
Springfield	19.2	2.6	30.8	47.4	592
Worcester	19.5	3.4	28.7	48.3	508
Lawrence/Lowell	17.2	2.6	30.2	50.0	516
Fall River/New Bedford	20.5	3.1	31.5	44.9	514
Total Population	18.0 ±2.6	2.8 ±1.1	32.4 ±3.5	46.8 ±3.6	3108

Current Daily Smoker: Has smoked 100 cigarettes in life and now smokes every day
Current Occasional Smoker: Has smoked 100 cigarettes in life and now smokes on some days
Former Smokers: Has smoked 100 cigarettes in life, does not smoke at all now
Never Smoker: Has not smoked 100 cigarettes in life

Source: 1997 Massachusetts Adult Tobacco Survey

**1998 Table 2-A
Detailed Smoking Status from Adult Interview**

	Current Daily Smokers (%)	Current Occasional Smokers (%)	Former Smokers (%)	Never Smokers (%)	Unweighted Sample Size (N)
Sex					
Male	15.0	2.6	38.8	43.5	1050
Female	13.5	4.5	32.6	49.5	1531
Age Category					
18 - 24	14.9	12.3	10.8	62.1	262
25 - 44	15.8	4.0	26.5	53.7	1204
45 - 64	14.7	1.5	45.0	38.7	686
65 or Older	8.1	1.5	54.9	35.4	415
Race/Ethnicity					
White Non-Hispanic	14.7	3.2	36.1	46.0	2020
Black Non-Hispanic	9.2	7.9	31.6	51.3	180
Hispanic	11.4	12.4	21.9	54.3	238
Asian & Other	10.3	1.5	22.1	66.2	82
Education Level					
Less than 12 Years	29.6	1.2	43.8	25.4	308
12 Years	23.1	2.8	30.4	43.8	790
13 - 15 Years	12.4	3.9	38.6	45.1	664
16 or More Years	5.7	3.7	35.3	55.3	783
Urban Region					
Boston	13.0	5.5	24.5	57.0	346
Springfield	19.4	4.8	29.0	46.8	425
Worcester	20.4	3.7	33.3	42.6	457
Lawrence/Lowell	17.6	2.2	26.4	53.8	434
Fall River/New Bedford	23.2	2.0	32.3	42.4	415
Total Population	14.1 ±2.6	3.6 ±1.5	35.4 ±3.7	46.8 ±3.9	2582

Current Daily Smoker: Has smoked 100 cigarettes in life and now smokes every day
Current Occasional Smoker: Has smoked 100 cigarettes in life and now smokes on some days
Former Smokers: Has smoked 100 cigarettes in life, does not smoke at all now
Never Smoker: Has not smoked 100 cigarettes in life

Source: 1998 Massachusetts Adult Tobacco Survey

**1993 Table 2-B
Detailed Smoking Status from Adult Interview - Males**

	Current Daily Smokers (%)	Current Occasional Smokers (%)	Very Recent Quitters (%)	Recent Quitters (%)	Remote Quitters (%)	Never Smokers (%)	Population Size (N)	Sample Size (n)
Age Category								
18 - 24	18.8	4.6	1.0	3.8	0.4	71.3	253,804	287
25 - 44	25.6	4.5	2.2	8.3	13.7	45.6	1,045,671	1,105
45 - 64	14.1	5.8	2.6	11.5	39.7	26.3	485,273	504
65 or Older	10.3	0.1	2.1	7.9	55.5	24.2	245,682	222
Race/Ethnicity								
White Non-Hispanic	20.0	4.3	1.9	8.7	25.2	39.9	1,788,808	1,483
Black Non-Hispanic	25.0	2.4	11.7	5.0	14.8	41.1	87,308	209
Hispanic	17.7	13.5	0.0	14.5	25.6	28.7	50,761	188
Asian & Other	16.4	1.3	2.1	2.3	2.8	75.1	103,552	141
Education Level								
Less than 12 Years	31.8	5.4	2.6	11.2	14.6	34.3	166,495	315
12 Years	30.0	3.7	1.9	9.8	20.3	34.2	637,555	686
13 - 15 Years	28.9	5.1	0.6	8.3	13.1	44.0	410,147	473
16 or More Years	5.4	4.0	3.4	7.3	32.9	46.9	816,232	602
Urban Region								
Boston	18.6	7.9	1.5	8.5	14	49.5	193,954	370
Springfield	27.8	7.4	3.8	12.0	15.7	33.3	50,509	319
Worcester	27.8	2.8	2.4	11.7	16.4	38.8	60,055	347
Lawrence/Lowell	22.6	3.3	2.1	8.4	16.7	46.7	60,055	289
Fall River/New Bedford	31.7	3.9	3.2	10.8	16.8	33.6	64,197	416
Total Population	20.0	4.3	2.2	8.4	23.2	41.9	2,030,429	2,142

Source: 1993 Massachusetts Tobacco Survey - Adult

1995 Table 2-B

Detailed Smoking Status from Adult Interview* - Males

	Current Daily Smokers (%)	Current Occasional Smokers (%)	Former Smokers (%)	Never Smokers (%)	Unweighted Sample Size (N)
Age Category					
18 - 24	31.4	3.4	4.8	60.3	95
25 - 44	13.6	4.0		56.7	504
45 - 64	21.0	4.7	51.7	22.6	273
65 or Older	2.8	3.1	80.3	13.7	149
Race/Ethnicity					
White Non-Hispanic	14.6	3.9	40.8	38.9	819
Black Non-Hispanic	19.9		38.8	34.1	54
Hispanic	6.1	4.3	23.3	23.3	57
Asian & Other	24.4	.8	14.8	14.8	36
Education Level					
Less than 12 Years	30.7	.4	57.2	11.7	121
12 Years	28.3	5.1	34.9	31.7	304
13 - 15 Years	15.2	4.8	37.8	42.3	239
16 or More Years	8.4	3.5	34.1	54.0	342
Urban Region					
Boston	19.4	7.6	31.7	41.3	169
Springfield	22.1	2.6	38.8	36.5	165
Worcester	22.3	4.2	29.7	43.8	195
Lawrence/Lowell	29.8	2.5	33.7	34.0	161
Fall River/New Bedford	30.2	1.3	39.5	29.0	155
Total	16.8 ±4.8	4.0 ±2.4	36.9 ±5.9	42.3 ±6.1	1022

* Fewer distinctions were made in 1995 survey.
Source: 1995 Massachusetts Adult Tobacco Survey

**1996 Table 2-B
Detailed Smoking Status from Adult Interview - Males**

	Current Daily Smokers (%)	Current Occasional Smokers (%)	Former Smokers (%)	Never Smokers (%)	Unweighted Sample Size (N)
Age Category					
18 - 24	23.9	17.1	3.1	55.9	114
25 - 44	19.9	7.6	19.5	53.1	502
45 - 64	8.6	2.0	53.4	36.0	287
65 or Older	11.2	.4	69.0	19.5	157
Race/Ethnicity					
White Non-Hispanic	15.2	3.3	38.3	43.2	858
Black Non-Hispanic	26.7	2.5	13.6	57.2	59
Hispanic	18.2	27.7	24.1	30.1	75
Asian & Other	11.1	38.1	21.7	29.2	35
Education Level					
Less than 12 Years	31.2	2.5	29.9	36.4	130
12 Years	21.4	10.5	34.3	33.8	343
13 - 15 Years	22.4	6.4	26.6	44.6	257
16 or More Years	4.6	3.3	41.4	50.8	323
Urban Region					
Boston	22.1	3.8	30.8	43.3	156
Springfield	15.6	4.7	32.1	47.6	194
Worcester	23.0	5.6	33.7	37.8	181
Lawrence/Lowell	20.2	5.9	32.9	41.0	173
Fall River/New Bedford	28.4	3.8	37.2	30.7	170
Total Population	15.7±3.9	6.1±3.6	34.9±5.9	43.3±6.5	1064

Source: 1996 Massachusetts Adult Tobacco Survey

1997 Table 2-B Detailed Smoking Status from Adult Interview - Males						
	Current Daily Smokers (%)	Current Occasional Smokers (%)	Former Smokers (%)	Never Smokers (%)	Unweighted Sample Size (N)	
Age Category						
18 - 24	27.3	3.3	3.3	66.1	144	
25 - 44	22.2	4.5	23.2	50.2	640	
45 - 64	21.3	0.4	47.5	30.8	399	
65 or Older	5.5	0.0	65.2	29.3	171	
Race/Ethnicity						
White Non-Hispanic	20.5	2.4	37.5	39.6	1088	
Black Non-Hispanic	22.5	5.0	17.5	55.0	83	
Hispanic	13.2	0.0	24.5	62.3	100	
Asian & Other	17.1	2.4	9.8	70.7	40	
Education Level						
Less than 12 Years	34.2	1.4	34.2	30.1	145	
12 Years	29.4	1.8	34.5	34.3	438	
13 - 15 Years	25.9	2.8	30.6	40.6	290	
16 or More Years	9.8	2.6	39.1	48.5	474	
Urban Region						
Boston	26.8	5.1	26.1	42.0	213	
Springfield	19.4	2.8	36.1	41.7	261	
Worcester	24.3	5.4	27.0	43.2	200	
Lawrence/Lowell	15.8	1.8	29.8	52.6	239	
Fall River/New Bedford	20.7	3.4	37.9	37.9	207	
Total	20.2 ±3.9	2.4 ±1.6	35.4 ±5.3	42.1 ±5.3	1356	

Source: 1997 Massachusetts Adult Tobacco Survey

**1998 Table 2-B
Detailed Smoking Status from Adult Interview - Males**

	Current Daily Smokers (%)	Current Occasional Smokers (%)	Former Smokers (%)	Never Smokers (%)	Unweighted Sample Size (N)
Age Category					
18 - 24	15.3	7.3	11.7	65.7	123
25 - 44	19.9	2.0	23.0	55.2	482
45 - 64	13.6	1.3	53.2	31.9	280
65 or Older	6.2	2.8	67.8	23.2	160
Race/Ethnicity					
White Non-Hispanic	15.2	2.4	39.4	43.0	840
Black Non-Hispanic	13.6	4.5	27.3	54.5	65
Hispanic	29.6	11.1	14.8	44.4	78
Asian & Other	5.6	5.6	16.7	72.2	37
Education Level					
Less than 12 Years	33.0	1.0	49.0	17.0	115
12 Years	27.1	1.5	33.3	38.1	288
13 - 15 Years	10.0	2.3	35.0	52.8	262
16 or More Years	5.8	3.1	43.8	47.3	372
Urban Region					
Boston	14.4	6.7	28.9	50.0	150
Springfield	23.1	3.8	30.8	42.3	165
Worcester	22.7	4.5	36.4	36.4	184
Lawrence/Lowell	16.7	2.8	33.3	47.2	165
Fall River/New Bedford	22.2	2.2	40.0	35.6	173
Total	15.0 ±4.1	2.6 ±1.7	38.8 ±5.8	43.6 ±6.0	1050

Source: 1998 Massachusetts Adult Tobacco Survey.

1993 Table 2-C
Detailed Smoking Status from Adult Interview - Females

	Current Daily Smokers (%)	Current Occasional Smokers (%)	Very Recent Quitters (%)	Recent Quitters (%)	Remote Quitters (%)	Never Smokers (%)	Population Size (N)	Sample Size (n)
<i>Age Category</i>								
18 - 24	28.5	3.9	1.1	2.1	2.0	62.5	258,265	343
25 - 44	21.5	5.5	2.7	12.3	13.7	44.4	1,079,596	1,243
45 - 64	16.0	1.4	5.1	13.3	23.8	40.3	670,094	539
65 or Older	7.2	3.5	1.8	18.8	29.3	39.4	318,760	359
<i>Race/Ethnicity</i>								
White Non-Hispanic	19.0	4.1	3.2	11.1	19.7	42.9	2,091,717	1,772
Black Non-Hispanic	9.3	2.2	0.7	25.6	5.4	56.9	93,069	297
Hispanic	13.1	3.9	0.5	9.4	0.9	72.3	79,108	286
Asian & Other	13.9	0.9	2.7	17.5	2.5	62.5	62,821	127
<i>Education Level</i>								
Less than 12 Years	26.3	6.2	2.0	13.8	13.6	38.1	179,157	398
12 Years	26.9	3.6	3.8	13.7	16.9	35.2	684,054	878
13 - 15 Years	16.4	4.5	4.2	15.7	17.0	42.3	621,233	680
16 or More Years	10.2	3.0	1.7	6.9	20.7	57.5	842,271	571
<i>Urban Region</i>								
Boston	18.9	6.6	3.0	10.8	8.5	52.2	237,325	439
Springfield	27.2	3.8	3.4	8.1	17.1	40.4	55,841	442
Worcester	22.9	3.4	3.2	12.0	18.0	40.5	65,148	401
Lawrence/Lowell	27.1	4.2	0.9	8.2	12.5	47.1	58,168	340
Fall River/New Bedford	25.3	3.5	2.2	8.7	9.7	50.6	72,128	483
<i>Total Population</i>	18.2	4.0	3.0	11.8	17.9	45.2	2,326,715	2,591

Source: 1993 Massachusetts Tobacco Survey - Adult

1995 Table 2-C
Detailed Smoking Status from Adult Interview* - Females

	Current Daily Smokers (%)	Current Occasional Smokers (%)	Former Smokers (%)	Never Smokers (%)	Unweighted Sample Size (N)
<i>Age Category</i>					
18 - 24	8.5	6.9	3.2	82.3	123
25 - 44	20.4	2.6	28.0	49.0	591
45 - 64	14.3	5.6	41.1	39.1	325
65 or Older	4.1	2.9	39.5	53.5	289
<i>Race/Ethnicity</i>					
White Non-Hispanic	14.7	4.2	33.7	47.4	1028
Black Non-Hispanic	15.6	5.7	8.0	70.6	106
Hispanic	15.0	2.4	13.9	68.7	110
Asian & Other	14.8	1.9	8.1	75.2	35
<i>Education Level</i>					
Less than 12 Years	24.5	.9	35.8	38.8	177
12 Years	21.9	3.8	27.8	46.4	444
13 - 15 Years	15.6	5.8	33.6	45.0	327
16 or More Years	4.0	3.5	31.6	60.9	365
<i>Urban Region</i>					
Boston	20.5	6.6	20.0	52.9	207
Springfield	12.2	1.9	27.5	58.3	224
Worcester	17.8	4.8	23.1	54.3	231
Lawrence/Lowell	16.6	3.8	26.2	53.3	209
Fall River/New Bedford	21.7	3.5	22.1	52.8	230
<i>Total</i>	14.9 ±3.9	3.9 ±1.9	30.9 ±5.2	50.2 ±5.2	1334

* Fewer distinctions were made in 1995 survey.
Source: 1995 Massachusetts Adult Tobacco Survey

1996 Table 2-C Detailed Smoking Status from Adult Interview - Females					
	Current Daily Smokers (%)	Current Occasional Smokers (%)	Former Smokers (%)	Never Smokers (%)	Unweighted Sample Size (N)
Age Category					
18 - 24	19.9	8.6	1.9	69.6	185
25 - 44	15.5	3.9	29.4	51.1	656
45 - 64	11.8	1.8	42.5	43.8	356
65 or Older	8.7	1.5	36.4	53.4	306
Race/Ethnicity					
White Non-Hispanic	15.0	3.8	32.0	49.3	1173
Black Non-Hispanic	7.0	4.0	36.5	52.5	135
Hispanic	15.7	.5	7.0	76.7	121
Asian & Other	1.2	1.0	2.2	95.6	43
Education Level					
Less than 12 Years	27.4	1.5	25.7	45.5	183
12 Years	21.1	2.2	31.9	44.8	487
13 - 15 Years	12.1	4.6	26.7	56.6	401
16 or More Years	7.3	4.1	33.1	55.5	424
Urban Region					
Boston	16.2	5.9	22.4	55.5	233
Springfield	18.4	4.0	21.6	56.0	283
Worcester	22.1	3.1	26.3	48.6	261
Lawrence/Lowell	18.7	3.3	21.7	56.3	245
Fall River/New Bedford	22.3	3.6	27.1	47.1	251
Total Population	13.9±3.5	3.5±1.8	30.5±5.3	52.2±5.5	1509

Source: 1996 Massachusetts Adult Tobacco Survey

1997 Table 2-C Detailed Smoking Status from Adult Interview - Females					
	Current Daily Smokers (%)	Current Occasional Smokers (%)	Former Smokers (%)	Never Smokers (%)	Unweighted Sample Size (N)
Age Category					
18 - 24	20.0	3.8	5.4	70.8	185
25 - 44	15.5	4.3	24.2	56.0	752
45 - 64	16.4	1.4	50.7	31.5	456
65 or Older	15.7	0.4	30.3	53.6	342
Race/Ethnicity					
White Non-Hispanic	17.3	3.1	32.2	47.4	1387
Black Non-Hispanic	8.9	0.0	15.6	75.6	126
Hispanic	9.0	0.0	15.4	75.6	159
Asian & Other	5.4	0.0	2.7	91.9	31
Education Level					
Less than 12 Years	14.7	0.0	16.7	68.6	218
12 Years	19.7	2.8	27.2	50.3	592
13 - 15 Years	20.3	3.6	39.0	37.1	481
16 or More Years	10.4	3.4	27.1	59.1	445
Urban Region					
Boston	16.5	2.9	19.4	61.2	234
Springfield	19.0	2.4	26.2	52.4	331
Worcester	18.0	2.0	30.0	50.0	308
Lawrence/Lowell	19.0	1.7	31.0	48.3	277
Fall River/New Bedford	19.7	4.2	25.4	50.7	307
Total Population	16.1 ±3.5	3.1 ±1.5	30.0 ±4.6	50.7 ±4.8	1752

Source: 1997 Massachusetts Adult Tobacco Survey

**1998 Table 2-C
Detailed Smoking Status from Adult Interview - Females**

	Current Daily Smokers (%)	Current Occasional Smokers (%)	Former Smokers (%)	Never Smokers (%)	Unweighted Sample Size (N)
Age Category					
18 - 24	14.4	16.7	9.8	59.1	139
25 - 44	12.8	5.6	29.0	52.7	722
45 - 64	15.7	1.7	38.6	44.1	406
65 or Older	9.2	.5	44.7	45.6	255
Race/Ethnicity					
White Non-Hispanic	14.3	4.0	33.0	48.7	1179
Black Non-Hispanic	7.5	7.5	34.0	50.9	115
Hispanic	5.1	12.8	24.4	57.7	160
Asian & Other	11.8	***	25.5	62.7	45
Education Level					
Less than 12 Years	24.6	1.4	36.2	37.7	193
12 Years	20.3	3.7	28.4	47.5	502
13 - 15 Years	14.3	5.1	40.8	39.8	401
16 or More Years	5.6	4.3	27.9	62.2	411
Urban Region					
Boston	11.8	4.5	20.9	62.7	196
Springfield	16.7	5.6	27.8	50.0	260
Worcester	18.8	3.1	31.3	46.9	273
Lawrence/Lowell	18.2	1.8	21.8	58.2	269
Fall River/New Bedford	24.1	3.7	25.9	46.3	242
Total Population	13.4 ±3.3	4.5 ±2.3	32.6 ±4.7	49.5 ±5.0	1531

Source: 1998 Massachusetts Adult Tobacco Survey.

Characteristics of Current Smokers



**1993 Table 3-A
Characteristics of Current Smokers from Adult Interview**

	Age When Started Smoking (Mean)	Number of Cigarettes Smoked per Day (Mean)	"Social" ^a Smokers (%)	Score on Contemplation Ladder ^b (Mean)	Planning to Quit in Next 30 Days (%)	Quit for One Day or More in Past Year (%)	Sample Size (N)	Population Size (N)
Sex								
Male	16.5	21.6	13.6	4.7	31.3	45.7	803	490,311
Female	16.8	18.0	24.9	4.3	24.6	41.3	855	508,993
Age Category								
18 - 24	15.7	14.1	28.2	4.3	18.7	35.7	238	137,526
25 - 44	16.4	20.8	16.4	4.4	27.3	44.0	920	582,349
45 - 64	16.9	22.4	18.8	5.1	30.3	50.6	361	205,951
65 or Older	20.0	15.0	24.9	3.9	50.2	36.2	101	56,161
Race/Ethnicity								
White Non-Hispanic	16.8	20.2	18.5	4.5	27.7	43.4	1253	877,967
Black Non-Hispanic	14.6	15.1	13.3	4.3	24.8	53.2	130	33,504
Hispanic	17.5	12.4	36.2	4.2	60.9	46.3	127	28,250
Asian & Other	15.1	21.9	30.9	4.6	13.6	33.5	81	26,617
Education Level								
Less than 12 Years	16.2	20.7	28.1	4.2	40.3	51.0	271	114,538
12 Years	16.1	22.0	18.4	4.4	22.6	40.5	628	412,781
13 - 15 Years	17.0	19.8	16.7	4.3	29.2	38.7	429	260,206
16 or More Years	17.5	14.4	19.4	5.2	29.5	52.3	280	184,082
Urban Region								
Boston	16.4	14.3	26.1	5.1	34.2	50.5	251	112,174
Springfield	16.2	18.4	20.1	4.0	25.1	46.2	263	35,385
Worcester	16.2	20.4	19.0	3.9	23.7	40.1	296	34,940
Lawrence/Lowell	16.3	19.8	17.0	4.4	28.7	40.0	247	33,019
Fall River/New Bedford	16.1	22.0	21.9	4.1	26.7	40.0	327	43,101
Total Population	16.7	19.7	19.4	4.5	27.8	43.4	1658	999,304

^a Social Smoker: Smokes more when with others than when alone

^b Contemplation Ladder: 0 = No thoughts of quitting; 10 = Taking action to quit.

Source: 1993 Massachusetts Tobacco Survey - Adult

**1995 Table 3-A
Characteristics of Current Smokers from Adult Interview**

	Age When Started Smoking (Mean)	Number of Cigarettes Smoked per Day (Mean)	"Social" ^a Smokers (%)	Score on Contemplation Ladder (Mean) ^b	Planning to Quit in Next 30 Days (%)	Quit for One Day or More in Past Year (%)	Unweighted Sample Size (N)
Sex							
Male	17.7	16.6	13.9	4.0	19.7	52.4	260
Female	17.6	13.5	33.3	4.4	23.5	42.6	284
Age Category							
18 - 24	16.6	11.2	18.9	3.2	9.9	48.3	55
25 - 44	17.3	14.6	26.4	4.5	23.4	49.0	296
45 - 64	18.1	17.9	21.9	4.1	22.3	43.0	145
65 or Older	21.2	13.3	32.2	4.9	37.4	53.0	46
Race/Ethnicity							
White Non-Hispanic	16.9	15.7	22.1	3.9	17.3	40.8	436
Black Non-Hispanic	18.1	9.3	43.0	5.7	50.6	70.3	36
Hispanic	17.0	8.5	29.5	5.2	63.6	46.0	33
Asian & Other	19.4	8.3	1.7	2.7	3.3	75.9	9
Education Level							
Less than 12 Years	15.8	16.3	18.9	3.4	34.8	44.5	81
12 Years	17.2	17.0	25.0	3.5	15.7	39.5	224
13 - 15 Years	18.7	15.6	18.7	5.2	19.2	49.6	142
16 or More Years	17.7	9.5	22.6	4.7	21.8	58.0	88
Urban Region							
Boston	18.1	14.8	22.1	4.9	32.0	45.0	95
Springfield	17.0	20.7	21.9	4.6	38.5	42.0	75
Worcester	16.3	17.5	29.3	5.2	31.5	38.7	99
Lawrence/Lowell	17.3	19.2	15.2	4.3	31.4	46.8	95
Fall River/New Bedford	15.9	19.1	21.7	3.6	24.5	38.2	108
Total Population	17.6	15.0	24.0	4.2	21.7	47.2	544

^a Social Smoker: Smokes more when with others than when alone

^b Contemplation Ladder: 0 = No thoughts of quitting; 10 = Taking action to quit.

Source: 1995 Massachusetts Adult Tobacco Survey

1996 Table 3-A
Characteristics of Current Smokers from Adult Interview

	Age When Started Smoking (Mean)	Number of Cigarettes Smoked per Day (Mean)	"Social" ^a Smokers (%)	Score on Contemplation Ladder (Mean) ^b	Planning to Quit in Next 30 Days (%)	Quit for One Day or More in Past Year (%)	Unweighted Sample Size (N)
Sex							
Male	16.2	15.4	16.3	4.6	47.1	48.1	264
Female	17.4	16.1	32.2	5.0	28.5	47.5	332
Age Category							
18 - 24	16.7	14.4	36.1	4.7	33.5	36.0	88
25 - 44	16.3	14.2	23.8	5.1	40.5	57.8	317
45 - 64	18.3	20.5	16.8	4.8	40.3	48.9	141
65 or Older	16.4	17.2	3.4	3.1	34.3	23.1	49
Race/Ethnicity							
White Non-Hispanic	16.8	17.4	23.6	4.9	34.1	47.2	483
Black Non-Hispanic	16.8	10.5	29.4	4.4	33.0	46.4	40
Hispanic	17.0	8.4	39.4	5.0	53.8	39.9	39
Asian & Other	17.3	4.0	8.9	3.3	86.1	76.9	15
Education Level							
Less than 12 Years	16.0	17.5	13.9	3.4	29.0	61.9	92
12 Years	16.7	17.0	24.5	5.1	49.7	49.5	228
13 - 15 Years	16.9	15.7	19.1	4.7	30.7	41.2	174
16 or More Years	17.3	11.9	36.1	5.1	31.0	47.9	97
Urban Region							
Boston	15.8	13.6	26.0	4.5	39.8	44.5	86
Springfield	17.4	15.2	28.4	5.5	35.5	50.8	105
Worcester	17.5	17.7	26.4	4.5	27.1	46.1	114
Lawrence/Lowell	16.3	17.5	25.9	5.1	41.4	49.3	96
Fall River/New Bedford	16.8	18.1	22.0	5.0	35.5	45.0	119
Total Population	16.8	15.7	23.8	4.8	38.2	47.8	596

^a Social Smoker: Smokes more when with others than when alone

^b Contemplation Ladder: 0 = No thoughts of quitting; 10 = Taking action to quit.

Source: 1996 Massachusetts Adult Tobacco Survey

1997 Table 3-A
Characteristics of Current Smokers from Adult Interview

	Age When Started Smoking (Mean)	Number of Cigarettes Smoked per Day (Mean)	"Social" ^a Smokers (%)	Score on Contemplation Ladder ^b (Mean) ^b	Planning to Quit in Next 30 Days (%)	Quit for One Day or More in Past Year (%)	Unweighted Sample Size (N)
Sex							
Male	16.1	19.6	14.4	4.7	34.6	38.8	328
Female	18.0	14.7	18.1	4.5	29.6	44.7	381
Age Category							
18 - 24	15.4	10.5	18.3	3.7	13.6	42.0	88
25 - 44	16.9	15.6	20.5	5.2	34.6	51.7	368
45 - 64	17.7	21.9	6.5	4.2	38.9	26.8	193
65 or Older	18.5	19.9	21.6	3.4	24.0	34.0	59
Race/Ethnicity							
White Non-Hispanic	17.0	17.3	16.2	4.5	30.8	40.9	583
Black Non-Hispanic	19.3	13.0	20.0	7.5	68.8	73.3	39
Hispanic	16.9	13.5	28.6	4.9	57.1	53.3	48
Asian & Other	15.2	17.7	0.0	5.6	9.1	27.3	20
Education Level							
Less than 12 Years	15.5	20.3	30.2	3.8	31.0	33.3	102
12 Years	16.3	19.1	13.7	4.5	30.0	38.2	284
13 - 15 Years	17.4	16.6	17.9	4.3	30.7	45.3	196
16 or More Years	17.8	14.2	13.7	5.1	36.8	45.0	122
Urban Region							
Boston	16.3	14.2	19.7	5.1	40.0	49.3	112
Springfield	17.5	15.3	18.8	4.7	35.3	41.2	134
Worcester	16.3	18.1	21.1	4.7	33.3	52.6	115
Lawrence/Lowell	16.7	18.0	18.2	4.0	28.6	40.9	110
Fall River/New Bedford	16.6	18.7	13.3	4.9	27.6	46.7	122
Total Population	17.0	17.1	16.2	4.6	32.2	41.9	709

^a Social Smoker: Smokes more when with others than when alone

^b Contemplation Ladder: 0 = No thoughts of quitting; 10 = Taking action to quit.

Source: 1997 Massachusetts Adult Tobacco Survey

**1998 Table 3-A
Characteristics of Current Smokers from Adult Interview**

	Age When Started Smoking (Mean)	Number of Cigarettes Smoked per Day (Mean)	"Social" ^a Smokers (%)	Score on Contemplation Ladder ^b (Mean) ^c	Planning to Quit in Next 30 Days (%)	Quit for One Day or More in Past Year (%)	Unweighted Sample Size (N)
Sex							
Male	16.8	21.0	15.6	5.0	38.6	28.7	231
Female	17.0	13.5	31.1	4.2	21.2	46.7	323
Age Category							
18 - 24	14.1	10.1	48.6	5.6	33.3	53.4	69
25 - 44	17.3	15.6	29.6	4.3	22.2	40.8	290
45 - 64	17.0	22.2	8.8	5.0	37.9	27.2	141
65 or Older	19.4	16.2	10.8	2.8	26.3	36.8	50
Race/Ethnicity							
White Non-Hispanic	16.7	17.8	22.4	4.7	28.9	39.0	441
Black Non-Hispanic	21.4	9.1	38.5	4.1	23.1	76.9	37
Hispanic	19.3	7.1	48.0	3.8	37.5	25.0	54
Asian & Other	14.8	15.2	33.3	3.9	12.5	25.0	14
Education Level							
Less than 12 Years	16.6	20.6	3.8	4.7	41.5	22.6	91
12 Years	17.3	20.6	16.6	4.5	32.9	46.6	226
13 - 15 Years	15.8	14.4	41.5	5.0	24.8	41.5	133
16 or More Years	18.6	10.5	28.4	3.7	17.0	30.8	92
Urban Region							
Boston	19.8	13.8	31.4	4.8	24.3	59.5	63
Springfield	16.8	17.0	21.4	4.9	35.7	46.7	101
Worcester	17.4	17.3	16.7	4.0	30.8	38.5	103
Lawrence/Lowell	16.5	15.1	16.7	4.2	29.4	47.1	91
Fall River/New Bedford	17.2	16.8	16.0	4.1	37.5	52.0	105
Total Population	16.9	16.8	23.8	4.6	28.8	38.7	554

^a Social Smoker: Smokes more when with others than when alone.

^b Contemplation Ladder: 0 = No thoughts of quitting; 10 = Taking action to quit.

Source: 1998 Massachusetts Adult Tobacco Survey.

Quitting Status of Former Smokers



**1993 Table 4-A
Quitting Status Among All Former Smokers**

	Time Since Last Cigarette *						Population Size (N)
	Less Than 1 Year (%)	1 to 2 Years (%)	3 to 5 Years (%)	6 to 10 Years (%)	More than 10 Years (%)		
Sex							
Male	3.8	10.5	13.5	12.6	59.6		683,767
Female	5.5	10.4	17.2	15.8	51.0		751,395
Age Category							
18 - 24	20.6	51.6	19.8	7.9	0		25,656
25 - 44	4.3	14.2	26.8	16.0	38.7		538,139
45 - 64	7.0	7.6	10.6	11.0	63.8		525,965
65 or Older	0.1	6.3	5.3	18.0	70.2		304,237
Race/Ethnicity							
White Non-Hispanic	4.8	10.8	14.2	14.4	55.9		1,292,725
Black Non-Hispanic	0.9	4.7	3.9	22.9	67.5		55,491
Hispanic	0.0	11.2	33.7	6.6	48.5		27,680
Asian & Other	17.9	2.1	55.9	14.7	9.5		21,046
Education Level							
Less than 12 Years	4.3	9.8	17.7	25.7	42.4		95,075
12 Years	4.2	13.6	16.0	16.5	49.8		428,485
13 - 15 Years	6.8	9.5	18.2	10.8	54.7		308,192
16 or More Years	4.2	8.8	12.9	12.9	61.1		586,834
Urban Region							
Boston	7.5	14.5	19.5	27.3	31.1		99,665
Springfield	6.3	12.6	11.7	19.3	50.2		32,127
Worcester	4.3	12.1	20.8	18.8	44.1		39,220
Lawrence/Lowell	2.0	12.8	17.6	21.5	46.1		28,225
Fall River/New Bedford	4.0	21.6	17.2	16.8	40.5		34,196
Total Population	4.7	10.5	15.5	14.3	55.0		1,435,162

* Question wording changed in 1995
Source: 1993 Massachusetts Tobacco Survey - Adult

1995 Table 4-A
Quitting Status Among All Former Smokers

	Time Since Last Cigarette					Unweighted Sample Size (N)
	Less Than 1 Year (%)	1 to 2 Years (%)	2 to 5 Years (%)	More than 5 Years (%)		
Sex						
Male	4.9	1.4	7.6	86.1		368
Female	6.7	6.2	14.4	72.7		345
Age Category						
18 - 24	14.6	15.5	9.5	60.4		16
25 - 44	12.2	8.2	15.1	64.5		250
45 - 64	2.6	.6	13.2	83.6		255
65 or Older	.9	1.6	2.1	95.3		190
Race/Ethnicity						
White Non-Hispanic	6.1	4.0	10.9	79.0		612
Black Non-Hispanic	20.1	1.1	18.7	60.1		30
Hispanic	1.7	1.5	8.8	88.0		30
Asian & Other		3.5	38.4	58.0		10
Education Level						
Less than 12 Years	9.2	.5	9.7	80.5		92
12 Years	2.8	2.3	19.4	75.5		224
13 - 15 Years	7.4	1.7	10.7	80.1		171
16 or More Years	6.0	5.9	5.5	82.5		218
Urban Region						
Boston	4.9	9.2	16.1	69.8		98
Springfield	10.0	6.0	8.5	75.6		132
Worcester	9.4	8.1	14.6	67.9		113
Lawrence/Lowell	11.3	2.5	13.2	72.9		104
Fall River/New Bedford	9.1	2.9	13.9	74.1		116
Total Population	5.8	3.8	11.0	79.4		713

Source: 1995 Massachusetts Adult Tobacco Survey

1996 Table 4-A
Quitting Status Among All Former Smokers

	Time Since Last Cigarette						Unweighted Sample Size (N)
	Less Than 1 Year (%)	1 to 2 Years (%)	3 to 5 Years (%)	More Than 5 Years (%)			
Sex							
Male	7.6	5.2	10.2	77.0			377
Female	9.8	3.0	12.8	74.3			409
Age Category							
18 - 24	39.1	14.1	34.4	12.5			28
25 - 44	16.0	6.2	24.6	53.3			289
45 - 64	5.8	4.2	8.0	82.0			254
65 or Older	3.8	.7	.8	94.7			212
Race/Ethnicity							
White Non-Hispanic	9.1	3.9	11.1	75.9			681
Black Non-Hispanic	5.0	3.1	4.5	87.4			40
Hispanic	8.9	16.3	58.7	16.1			33
Asian & Other	4.5	2.2	9.8	84.7			12
Education Level							
Less than 12 Years	14.2	14.1	5.4	66.3			99
12 Years	7.5	6.3	12.1	74.1			257
13 - 15 Years	10.3	2.3	15.2	72.2			177
16 or More Years	8.0	2.2	10.3	79.6			247
Urban Region							
Boston	9.9	4.9	7.2	77.9			109
Springfield	11.3	5.5	9.6	73.6			132
Worcester	8.3	5.8	14.0	71.9			139
Lawrence/Lowell	10.2	5.0	16.8	68.1			120
Fall River/New Bedford	6.3	8.1	13.8	71.8			134
Total Population	8.7	4.1	11.6	75.6			786

Source: 1996 Massachusetts Tobacco Survey - Adult

**1997 Table 4-A
Quitting Status Among All Former Smokers**

	Time Since Last Cigarette				Unweighted Sample Size (N)
	Less Than 1 Year (%)	1 to 2 Years (%)	3 to 5 Years (%)	More Than 5 Years (%)	
Sex					
Male	7.8	9.2	6.0	77.0	446
Female	8.0	7.2	9.7	75.1	503
Age Category					
18 - 24	28.6	57.1	7.1	7.1	25
25 - 44	10.7	12.2	14.3	62.8	323
45 - 64	8.4	7.0	5.6	79.0	367
65 or Older	0.6	1.1	2.2	96.1	225
Race/Ethnicity					
White Non-Hispanic	7.9	8.3	8.0	75.7	827
Black Non-Hispanic	14.3	7.1	7.1	71.4	44
Hispanic	4.3	0.0	4.3	91.3	38
Asian & Other	20.0	20.0	20.0	40.0	16
Education Level					
Less than 12 Years	10.0	12.5	5.0	72.5	105
12 Years	16.0	8.2	14.8	60.9	312
13 - 15 Years	6.5	8.5	5.4	79.6	244
16 or More Years	2.3	7.6	5.6	84.6	282
Urban Region					
Boston	14.0	5.3	8.8	71.9	114
Springfield	9.5	4.8	14.3	71.4	188
Worcester	4.2	8.3	12.5	75.0	150
Lawrence/Lowell	3.0	6.1	12.1	78.8	150
Fall River/New Bedford	13.2	5.3	10.5	71.1	170
Total Population	8.0	8.2	7.9	76.0	949

Source: 1997 Massachusetts Tobacco Survey - Adult

1998 Table 4-A
Quitting Status Among All Former Smokers

	Time Since Last Cigarette				Unweighted Sample Size (N)
	Less Than 1 Year (%)	1 to 2 Years (%)	3 to 5 Years (%)	More Than 5 Years (%)	
Sex					
Male	6.8	2.7	3.4	87.2	374
Female	7.5	8.4	10.6	73.6	427
Age Category					
18 - 24	65.5	13.8	6.9	13.8	31
25 - 44	7.8	13.0	13.7	65.6	285
45 - 64	3.3	1.6	4.9	90.2	291
65 or Older	4.6	2.0	3.1	90.3	189
Race/Ethnicity					
White Non-Hispanic	6.0	5.0	7.7	81.3	691
Black Non-Hispanic	36.4	----	----	63.6	37
Hispanic	4.3	17.4	8.7	69.6	40
Asian & Other	6.7	13.3	----	80.0	15
Education Level					
Less than 12 Years	9.5	8.1	4.1	78.4	93
12 Years	10.1	8.1	7.1	74.7	224
13 - 15 Years	7.5	8.6	10.9	72.9	228
16 or More Years	4.4	1.2	4.7	89.7	242
Urban Region					
Boston	19.1	6.4	8.5	66.0	84
Springfield	12.5	6.3	12.5	68.8	124
Worcester	11.8	5.9	11.8	70.6	152
Lawrence/Lowell	8.7	8.7	13.0	69.6	115
Fall River/New Bedford	16.1	6.5	6.5	71.0	132
Total Population	7.1	5.6	7.1	80.2	801

Source: 1998 Massachusetts Adult Tobacco Survey.

Reactions to Environmental Tobacco Smoke



**1993 Table 5-A
Reactions to Environmental Tobacco Smoke**

	Bothered by Others' Smoke (%)	Visitor Smoking Ban at Home (%)	Family Smoking Ban at Home (%)*	Average Hours / Week of ETS Exposure at Home	Worksite Indoor Smoking Ban (%)	Average Hours / Week of ETS Exposure at Work	Believe ETS can Cause Lung Cancer (%)**	Complained about Unauthorized Smoking (%)	Lived in Smoke Free Household (%)***	Population Size (N)
Sex										
Male	64.7	42.3	27.5	4.2	48.4	6.0	83.2	16.0	39.9	2,032,538
Female	72.2	43.0	30.3	4.7	57.3	3.2	87.0	20.0	41.5	2,324,607
Age Category										
18 - 24	66.2	40.9	31.8	6.9	51.7	5.0	93.1	15.9	35.3	495,071
25 - 44	71.2	46.5	31.5	5.0	55.9	4.4	87.2	19.6	45.3	2,060,170
45 - 64	68.3	35.1	26.7	3.8	48.1	5.3	80.0	18.1	36.1	1,113,835
65 or Older	57.9	39.5	11.9	2.6	33.7	1.3	82.4	10.1	38.2	545,224
Race/Ethnicity										
White Non-Hispanic	68.8	41.6	27.1	4.4	53.2	4.4	84.8	17.3	39.6	3,747,795
Black Non-Hispanic	68.0	46.3	22.7	5.2	53.8	5.2	84.2	19.7	44.5	175,920
Hispanic	79.2	57.2	60.3	3.5	63.4	4.6	94.1	32.1	56.2	126,827
Asian & Other	64.8	56.0	47.7	5.5	38.2	8.2	91.9	28.8	54.1	160,394
Education Level										
Less than 12 Years	54.0	39.9	16.5	9.2	36.4	9.3	82.9	18.9	38.9	338,158
12 Years	58.9	31.0	22.6	7.7	39.9	7.6	81.8	16.9	28.6	1,292,765
13 - 15 Years	67.2	37.1	35.7	3.6	52.8	4.6	83.8	18.1	34.7	1,009,660
16 or More Years	80.9	55.4	34.6	1.5	63.6	1.9	90.3	18.7	54.4	1,621,226
Smoking Status										
Not a Current Smoker	78.1	50.6	40.3	1.9	57.0	3.3	90.5	22.0	49.1	3,357,840
Current Smoker	37.2	15.8	20.9	13.2	40.0	9.0	67.7	5.3	12.5	999,304
Urban Region										
Boston	64.6	44.8	28.2	5.1	58.5	3.7	86.3	21.5	42.9	433,598
Springfield	60.6	37.4	21.1	7.4	46.6	7.0	80.4	17.7	35.7	107,359
Worcester	59.6	35.9	25.0	7.7	43.7	5.6	80.0	16.7	34.1	123,216
Lawrence/Lowell	66.3	37.7	20.8	5.2	44.9	4.8	83.0	18.3	36.5	116,244
Fall River/New Bedford	58.2	29.5	20.5	8.5	43.1	7.7	82.2	17.0	27.5	135,556
Total Population	68.7	42.7	28.9	4.5	53.0	4.6	85.3	18.2	40.7	4,357,144

* Include only households with more than 1 person and at least one smoker

** This column is revised to be consistent with the 1995 and 1996 tables which include "don't know" in the denominator.

*** No indoor smoking permitted.

Source: 1993 Massachusetts Tobacco Survey - Adult

**1995 Table 5-A
Reactions to Environmental Tobacco Smoke**

	Bothered by Others' Smoke (%)	Visitor Smoking Ban at Home (%)	Family Smoking Ban at Home (%)*	Average Hours / Week of ETS Exposure at Home	Worksite Indoor Smoking Ban (%)	Average Hours / Week of ETS Exposure at Work	Believe ETS can Cause Lung Cancer (%)	Complained about Unauthorized Smoking (%)	Lived in Smoke Free Household (%)*	Unweighted Sample Size (N)
Sex										
Male	60.5	50.0	21.7	5.5	55.5	2.7	82.4	13.6	47.1	1022
Female	67.6	54.7	29.5	7.0	72.8	2.0	84.6	15.5	53.3	1334
Age Category										
18 - 24	58.2	48.0	29.2	11.7	56.6	2.9	90.1	14.7	43.9	218
25 - 44	68.2	57.1	24.3	5.5	60.1	2.5	88.7	17.0	55.6	1095
45 - 64	66.4	44.4	26.0	6.8	78.0	1.8	77.8	16.6	41.9	598
65 or Older	53.7	57.4	25.9	3.4	56.2	1.0	72.5	3.5	56.2	438
Race/Ethnicity										
White Non-Hispanic	65.5	52.2	27.0	6.4	65.9	2.2	82.7	14.0	50.6	1847
Black Non-Hispanic	73.0	63.9	35.1	3.7	62.2	0.7	88.0	11.1	50.7	160
Hispanic	73.5	70.2	31.2	1.4	74.9	0.9	96.3	12.8	69.2	167
Asian & Other	48.0	50.9	2.9	7.5	71.1	1.8	80.8	14.8	43.5	71
Education Level										
Less than 12 Years	53.0	43.3	6.4	15.4	53.8	2.9	65.5	6.8	37.9	298
12 Years	57.4	40.2	14.5	9.6	65.4	4.0	79.5	11.2	38.9	748
13 - 15 Years	64.2	53.5	24.8	7.7	51.8	3.2	84.7	13.5	50.4	566
16 or More Years	73.0	64.7	54.8	1.0	71.4	0.8	89.8	20.4	63.2	707
Smoking Status										
Not a Current Smoker	71.2	62.7	38.7	4.0	66.8	1.3	88.1	17.0	61.0	1812
Current Smoker	36.4	11.5	16.9	16.2	57.4	6.1	64.4	4.9	8.1	544
Urban Region										
Boston	61.7	49.0	24.1	5.5	64.2	2.2	83.1	15.2	43.4	376
Springfield	60.4	49.5	33.3	5.1	61.0	3.0	80.3	13.1	48.6	389
Worcester	58.8	42.1	22.7	6.4	64.3	4.2	83.7	14.3	41.6	426
Lawrence/Lowell	58.0	49.3	28.6	6.1	63.7	3.5	82.2	14.7	47.5	370
Fall River/New Bedford	56.6	35.4	19.9	9.4	55.0	4.8	78.3	12.1	33.9	385
Total Population	64.4	52.6	25.9	6.3	64.8	2.3	83.6	14.7	50.6	2356

* Includes only households with more than 1 person and at least one smoker.

*** No indoor smoking permitted.

Source: 1995 Massachusetts Adult Tobacco Survey

1996 Table 5-A

Reactions to Environmental Tobacco Smoke

	Bothered by Others' Smoke (%)	Visitor Smoking Ban at Home (%)	Family Smoking Ban at Home (%)*	Average Hours / Week of ETS Exposure at Home	Worksite Indoor Smoking Ban (%)	Average Hours / Week of ETS Exposure at Work	Believe ETS can Cause Lung Cancer (%)	Complained about Unauthorized Smoking (%)	Lived in Smoke Free Household (%)***	Unweighted Sample Size (N)
Sex										
Male	60.6	51.0	30.3	4.0	54.5	3.0	82.3	11.7	47.9	1064
Female	77.2	56.2	40.9	6.9	74.3	1.6	90.4	13.4	54.2	1509
Age Category										
18 - 24	71.4	44.4	34.9	14.9	66.8	1.9	97.6	14.9	42.1	299
25 - 44	69.1	58.9	36.7	3.3	62.8	2.5	90.7	12.7	56.5	1158
45 - 64	73.7	53.4	41.7	5.4	67.2	2.1	82.7	12.9	51.0	643
65 or Older	58.6	47.0	4.7	3.3	61.8	1.1	72.7	10.1	43.5	463
Race/Ethnicity										
White Non-Hispanic	70.0	51.7	33.1	5.1	66.7	2.3	86.8	11.9	49.0	2031
Black Non-Hispanic	76.1	58.3	21.1	2.2	67.4	1.8	71.7	9.8	53.9	194
Hispanic	74.4	66.8	48.2	4.9	57.2	4.7	96.9	17.0	65.8	196
Asian & Other	65.2	69.2	59.5	22.5	34.8	1.0	96.0	19.9	68.4	78
Education Level										
Less than 12 Years	60.5	43.5	13.9	20.4	36.9	3.8	83.9	11.9	38.2	313
12 Years	63.5	51.6	32.6	6.6	51.3	4.3	88.1	15.1	47.7	830
13 - 15 Years	71.4	50.1	38.7	5.8	65.1	1.6	86.0	10.0	48.3	658
16 or More Years	74.3	59.6	45.2	2.2	73.4	1.5	86.6	12.7	58.1	747
Smoking Status										
Not a Current Smoker	76.5	60.0	41.0	3.9	65.9	1.8	88.3	13.8	58.3	1977
Current Smoker	40.2	28.1	31.3	12.4	59.2	4.6	80.3	7.6	22.2	596
Urban Region										
Boston	66.5	53.5	36.7	4.3	64.1	2.8	85.1	13.5	49.6	389
Springfield	66.4	51.5	28.4	6.6	62.7	4.2	84.0	14.3	48.6	477
Worcester	65.6	49.4	32.6	8.2	66.5	3.4	82.4	10.8	47.4	442
Lawrence/Lowell	64.3	54.1	40.3	6.5	72.3	2.1	84.2	11.9	51.9	418
Fall River/New Bedford	62.7	36.7	21.6	10.1	56.6	3.0	82.2	13.0	34.4	421
Total Population	69.5	53.8	35.8	5.5	64.8	2.3	86.7	12.6	51.3	2573

* Household with more than 1 person and at least one smoker.

*** No indoor smoking permitted.

Source: 1995-1996 Massachusetts Adult Tobacco Survey

**1997 Table 5-A
Reactions to Environmental Tobacco Smoke**

	Bothered by Others' Smoke (%)	Visitor Smoking Ban at Home (%)	Family Smoking Ban at Home (%)	Average Hours / Week of ETS Exposure at Home	Worksite Indoor Smoking Ban (%)	Average Hours / Week of ETS Exposure at Work	Believe ETS can Cause Lung Cancer (%)	Complained about Unauthorized Smoking (%)	Lived in Smoking-Free Household (%)***	Unweighted Sample Size (N)
Sex										
Male	60.0	55.0	38.6	3.8	61.6	2.8	80.8	10.7	53.1	1356
Female	74.0	59.2	42.7	4.1	71.2	2.0	88.8	12.4	57.4	1752
Age Category										
18 - 24	62.6	49.2	42.2	3.5	62.8	3.4	91.7	20.8	48.0	329
25 - 44	75.0	64.0	44.0	3.0	64.4	2.8	89.6	10.3	61.9	1392
45 - 64	65.6	52.0	35.2	6.5	71.4	1.4	81.8	13.9	50.7	855
65 or Older	51.4	52.5	34.1	2.0	81.5	0.9	73.2	5.0	50.1	513
Race/Ethnicity										
White Non-Hispanic	67.1	55.1	39.6	4.2	68.3	2.3	84.0	10.7	53.5	2475
Black Non-Hispanic	61.6	73.3	45.0	1.8	51.0	2.6	90.4	21.2	71.3	209
Hispanic	76.2	86.2	59.3	2.0	61.8	4.8	97.6	17.8	83.8	259
Asian & Other	82.0	53.2	56.0	3.1	27.8	1.3	96.2	24.4	51.9	71
Education Level										
Less than 12 Years	57.7	46.3	24.1	8.0	60.0	7.9	81.8	7.5	45.1	363
12 Years	63.8	49.9	28.3	6.4	57.8	4.4	82.6	10.9	47.0	1030
13 - 15 Years	62.2	51.3	37.8	4.7	61.9	1.9	84.8	11.9	48.2	771
16 or More Years	75.5	67.8	62.6	1.3	74.1	1.3	87.3	12.6	67.2	919
Smoking Status										
Not a Current Smoker	74.4	65.2	55.9	1.7	68.3	2.0	89.5	12.8	64.3	2399
Current Smoker	42.1	27.0	30.0	13.0	59.3	4.2	68.5	6.8	21.9	709
Urban Region										
Boston	63.2	60.0	41.3	2.5	70.3	2.3	83.8	12.6	58.2	447
Springfield	65.0	55.8	29.2	6.0	68.3	2.9	85.5	13.0	53.2	592
Worcester	66.3	55.2	33.3	6.6	67.3	3.2	88.1	13.8	53.5	508
Lawrence/Lowell	62.6	55.7	36.1	5.0	74.6	1.8	88.3	12.2	54.3	516
Fall River/New Bedford	61.4	43.7	27.3	7.5	61.1	3.7	86.1	13.6	42.5	514
Total Population	67.7	57.3	40.7	4.0	66.6	2.4	85.2	11.6	55.4	3108

*Household with more than 1 person and at least one smoker.

***No indoor smoking permitted.

Source: 1997 Massachusetts Adult Tobacco Survey

**1998 Table 5-A
Reactions to Environmental Tobacco Smoke**

	Bothered by Others' Smoke# (%)	Visitor Smoking Ban at Home (%)	Family Smoking Ban at Home (%)	Average Hours / Week of ETS Exposure at Home	Worksite Indoor Smoking Ban (%)	Average Hours / Week of ETS Exposure at Work	Believe ETS can Cause Lung Cancer (%)	Com-plained Unauth- orized Smoking (%)	Lived in Smoking-Free Household (%)***	Unweighted Sample Size (N)
Sex										
Male	62.3	57.8	32.8	4.5	73.1	3.1	84.7	9.1	54.7	1050
Female	74.7	65.5	45.2	4.1	79.7	2.3	88.9	11.9	61.5	1531
Age Category										
18 - 24	63.5	60.6	45.5	7.7	71.6	1.6	95.1	9.3	56.1	262
25 - 44	69.5	62.8	41.9	4.8	77.0	3.0	89.3	11.0	59.2	1204
45 - 64	74.7	62.6	28.1	3.7	79.3	2.0	85.6	12.1	57.7	686
65 or Older	59.1	59.6	50.7	2.0	31.6	22.8	77.3	7.4	59.1	415
Race/Ethnicity										
White Non-Hispanic	69.0	59.9	37.1	4.4	77.3	2.7	86.5	9.9	56.6	2020
Black Non-Hispanic	69.7	69.7	56.0	3.2	70.6	2.3	90.8	10.5	67.1	180
Hispanic	89.5	90.5	50.0	6.5	73.1	3.1	94.9	24.0	77.1	238
Asian & Other	35.3	69.1	69.6	0.8	61.9	2.2	86.8	11.9	68.1	82
Education Level										
Less than 12 Years	51.5	51.5	21.7	10.3	60.7	7.6	74.4	7.3	48.2	308
12 Years	59.8	54.6	39.7	5.2	68.2	4.6	81.6	9.0	50.1	790
13 - 15 Years	69.7	60.8	37.9	6.2	72.6	2.4	91.5	8.3	57.8	664
16 or More Years	77.7	70.8	51.0	1.2	84.6	1.7	89.6	14.0	67.2	783
Smoking Status										
Not a Current Smoker	76.0	69.0	46.8	2.1	77.5	2.1	91.1	12.2	67.0	2028
Current Smoker	37.2	30.4	32.8	14.5	73.4	5.3	68.9	3.3	19.3	554
Urban Region										
Boston	66.1	64.1	38.9	4.0	74.4	2.1	84.1	13.1	60.6	346
Springfield	60.7	60.7	40.9	5.1	67.6	2.6	83.1	13.3	59.0	425
Worcester	61.1	62.3	37.5	5.9	71.4	2.8	84.6	13.0	56.6	457
Lawrence/Lowell	71.1	67.0	44.4	4.8	72.2	2.6	87.8	15.4	63.3	434
Fall River/New Bedford	54.6	48.0	21.9	6.9	64.9	5.1	86.6	11.2	45.5	415
Total Population	69.0	62.1	39.9	4.3	76.8	2.7	87.1	10.6	58.5	2582

Bothered either "Some" or "A lot" by others' cigarette smoke.

*Household with more than 1 person and at least one smoker.

***No indoor smoking permitted.

Source: 1998 Massachusetts Adult Tobacco Survey.

**1993 Table 5-B
Reactions to Environmental Tobacco Smoke - Current Non-smokers**

	Bothered by Others' Smoke (%)	Visitor Smoking Ban at Home (%)	Family Smoking Ban at Home* (%)	Average Hours / Week of ETS Exposure at Home	Worksite Indoor Smoking Ban (%)	Average Hours / Week of ETS Exposure at Work	Believe ETS can Cause Lung Cancer (%)**	Complained about Unauthorized Smoking (%)	Population Size (N)
Sex									
Male	74.8	50.2	34.7	1.7	54.7	4.4	87.8	19.6	1,542,227
Female	80.8	51.0	45.4	2.1	59.1	2.2	92.7	24.0	1,815,613
Age Category									
18 - 24	80.2	47.1	29.1	3.7	55.8	3.4	96.9	19.9	357,545
25 - 44	82.4	58.6	53.9	2.0	61.4	3.1	92.9	25.2	1,477,821
45 - 64	75.7	43.8	37.3	1.4	51.1	4.0	85.3	20.9	907,884
65 or Older	64.0	43.7	20.5	1.8	36.1	1.0	88.0	11.1	489,063
Race/Ethnicity									
White Non-Hispanic	78.4	49.6	38.5	1.8	57.7	3.1	90.2	21.3	2,869,828
Black Non-Hispanic	74.3	53.5	29.8	2.3	57.7	4.0	88.5	21.5	142,416
Hispanic	86.5	63.3	73.4	2.7	62.7	3.4	96.4	35.2	98,577
Asian & Other	74.7	63.5	62.3	3.0	40.9	6.1	96.1	32.9	133,777
Education Level									
Less than 12 Years	67.9	55.9	32.0	2.3	28.6	6.6	85.7	25.8	223,620
12 Years	70.9	38.6	29.7	3.2	47.1	5.9	88.5	22.9	879,984
13 - 15 Years	76.8	43.4	45.8	2.2	57.8	2.9	88.4	22.4	749,453
16 or More Years	85.4	60.8	42.0	1.0	63.3	1.8	93.9	20.2	1,437,144
Urban Region									
Boston	74.6	55.2	34.1	2.8	59.1	3.5	91.2	26.1	321,425
Springfield	71.6	50.2	29.5	3.7	51.7	4.8	87.3	22.1	71,975
Worcester	68.9	45.6	35.9	4.0	43.3	3.7	83.6	20.6	88,276
Lawrence/Lowell	75.9	46.7	26.2	3.3	45.3	3.9	88.0	21.5	83,225
Fall River/New Bedford	67.6	37.0	31.2	3.9	50.4	5.8	87.7	20.5	92,456
Total Population	78.1	50.6	40.3	1.9	57.0	3.3	90.5	22.0	3,357,840

* Household with more than 1 person and at least one smoker.

** This column is revised to be consistent with the 1995 and 1996 tables which include "don't know" in the denominator.
Source: 1993 Massachusetts Tobacco Survey - Adult

**1995 Table 5-B
Reactions to Environmental Tobacco Smoke - Current Non-smokers**

	Bothered by Others' Smoke (%)	Visitor Smoking Ban at Home (%)	Family Smoking Ban at Home (%)	Average Hours / Week of ETS Exposure at Home	Worksite Indoor Smoking Ban (%)	Average Hours / Week of ETS Exposure at Work	Believe ETS can Cause Lung Cancer (%)	Complained about Unauthorized Smoking (%)	Unweighted Sample Size (N)
Sex									
Male	68.5	60.6	34.4	2.6	58.2	1.7	85.6	15.7	762
Female	73.3	64.3	42.1	5.0	74.5	.9	90.2	18.0	1050
Age Category									
18 - 24	66.9	56.7	35.4	10.0	59.5	2.8	90.7	19.6	163
25 - 44	74.8	69.0	41.1	1.5	62.8	1.1	94.0	19.0	799
45 - 64	75.4	55.5	37.6	6.1	78.6	1.2	83.8	20.9	453
65 or Older	57.4	60.4	44.0	3.3	55.7	0.7	76.6	3.6	392
Race/Ethnicity									
White Non-Hispanic	71.9	61.0	39.7	4.6	67.8	1.2	88.1	16.4	1411
Black Non-Hispanic	77.7	74.0	41.9	1.4	66.2	0.5	89.5	9.7	124
Hispanic	75.1	80.9	78.3	0.7	76.6	0.7	98.2	11.5	134
Asian & Other	61.7	65.7	6.9	1.3	72.4	1.8	77.0	18.7	62
Education Level									
Less than 12 Years	61.7	55.7	10.5	16.6	48.5	0.9	68.0	3.2	217
12 Years	67.7	52.5	29.3	5.6	64.3	2.5	85.9	14.2	524
13 - 15 Years	72.9	64.6	37.0	4.5	56.4	2.2	90.5	16.0	424
16 or More Years	75.0	69.3	65.1	0.6	73.2	0.4	91.6	22.2	619
Urban Region									
Boston	70.9	59.8	39.6	1.7	68.3	1.6	88.7	17.4	281
Springfield	67.9	56.5	49.4	2.3	63.3	2.4	83.1	14.1	314
Worcester	65.1	52.8	37.8	1.9	68.6	2.5	91.2	16.3	327
Lawrence/Lowell	68.7	61.4	48.2	2.4	68.1	1.0	90.3	17.9	275
Fall River/New Bedford	67.5	44.8	26.6	4.7	59.5	3.2	85.3	14.4	338
Total Population	71.2	62.7	38.7	3.9	66.8	1.3	88.1	17.0	1812

* Household with more than 1 person and at least one smoker.
Source: 1995 Massachusetts Adult Tobacco Survey

**1996 Table 5-B
Reactions to Environmental Tobacco Smoke - Current Non-smokers**

	Bothered by Others' Smoke (%)	Visitor Smoking Ban at Home (%)	Family Smoking Ban at Home (%)	Average Hours / Week of ETS Exposure at Home	Worksite Indoor Smoking Ban (%)	Average Hours / Week of ETS Exposure at Work	Believe ETS can Cause Lung Cancer (%)	Complained about Unauthorized Smoking (%)	Unweighted Sample Size (N)
Sex									
Male	69.9	56.6	33.3	2.4	55.0	2.9	83.0	12.2	800
Female	82.0	62.8	46.5	5.2	75.9	.8	92.5	15.1	1177
Age Category									
18 - 24	81.9	46.1	29.5	16.2	63.7	1.5	98.0	20.6	211
25 - 44	78.8	68.8	42.3	1.9	65.4	1.7	92.2	13.2	841
45 - 64	77.5	58.6	52.3	2.7	67.3	2.1	85.8	14.2	502
65 or Older	64.0	49.1	7.4	2.9	67.4	1.2	76.2	10.4	414
Race/Ethnicity									
White Non-Hispanic	76.6	58.1	40.1	3.1	68.5	1.8	88.6	13.8	1548
Black Non-Hispanic	77.6	65.3	15.7	.9	67.8	1.8	75.7	6.9	154
Hispanic	72.5	74.6	31.4	4.4	38.7	6.7	96.3	22.6	157
Asian & Other	79.1	68.9	47.2	26.6	32.3	.2	97.8	6.9	63
Education Level									
Less than 12 Years	71.1	52.6	15.2	13.9	57.5	2.3	82.1	15.1	221
12 Years	73.8	59.6	37.3	5.7	50.6	3.1	88.6	15.8	602
13 - 15 Years	78.2	55.1	40.4	3.9	62.3	1.5	90.1	11.7	484
16 or More Years	78.1	64.0	51.7	1.6	74.6	1.4	87.7	13.7	650
Urban Region									
Boston	74.4	62.6	46.4	2.1	66.3	1.9	89.2	14.5	303
Springfield	70.6	58.5	33.1	4.5	67.7	2.6	87.1	16.0	372
Worcester	73.2	59.1	42.8	2.5	69.1	2.9	87.4	10.7	328
Lawrence/Lowell	72.3	62.7	60.4	2.7	73.7	1.9	87.1	13.4	322
Fall River/New Bedford	71.7	47.1	43.1	5.4	62.2	2.2	87.3	14.9	302
Total Population	76.5	60.0	41.0	3.9	65.9	1.8	88.3	13.8	1977

Source: 1996 Massachusetts Adult Tobacco Survey

**1997 Table 5-B
Reactions to Environmental Tobacco Smoke - Current Non-smokers**

	Bothered by Others' Smoke (%)	Visitor Smoking Ban at Home (%)	Family Smoking Ban at Home (%)	Average Hours / Week of ETS Exposure at Home	Worksite Indoor Smoking Ban (%)	Average Hours / Week of ETS Exposure at Work	Believe ETS can Cause Lung Cancer (%)	Complained about Unauthorized Smoking (%)	Unweighted Sample Size (N)
Sex									
Male	65.8	63.2	50.0	1.0	64.9	1.9	86.1	12.7	1028
Female	81.2	66.8	61.7	2.2	71.4	2.2	92.2	12.9	1371
Age Category									
18 - 24	67.2	55.9	44.7	1.4	65.8	3.5	98.6	19.1	241
25 - 44	82.5	71.8	57.6	1.3	65.6	2.2	92.7	12.5	1024
45 - 64	74.2	61.9	60.3	2.2	72.9	1.1	88.8	15.3	662
65 or Older	56.4	59.0	37.5	1.9	80.8	0.9	77.0	5.6	454
Race/Ethnicity									
White Non-Hispanic	74.2	63.2	54.3	1.7	70.1	1.8	88.6	12.1	1892
Black Non-Hispanic	65.7	80.0	33.3	0.9	53.8	2.5	92.8	24.6	170
Hispanic	79.4	89.7	81.3	1.8	62.9	5.0	98.2	17.2	211
Asian & Other	83.8	58.2	85.7	0.5	28.1	0.7	98.5	20.9	51
Education Level									
Less than 12 Years	70.6	57.6	45.5	2.7	67.4	4.9	86.8	7.6	261
12 Years	71.0	58.6	32.3	3.4	61.2	3.9	86.4	11.7	746
13 - 15 Years	68.8	59.0	55.5	1.8	59.0	1.8	92.4	13.2	575
16 or More Years	80.0	73.4	77.3	0.5	76.1	1.1	89.7	14.0	797
Urban Region									
Boston	70.7	69.6	61.9	0.8	70.7	1.7	86.7	15.3	335
Springfield	70.5	63.9	41.7	2.6	71.0	2.0	89.8	15.0	458
Worcester	72.1	65.7	36.4	3.8	69.2	2.5	93.8	13.4	393
Lawrence/Lowell	70.2	63.4	47.4	3.0	75.9	1.5	91.1	14.0	406
Fall River/New Bedford	69.4	53.6	42.1	4.1	65.5	2.8	89.4	15.5	392
Total Population	74.4	65.2	55.9	1.7	68.3	2.0	89.5	12.8	2399

Source: 1997 Massachusetts Adult Tobacco Survey

**1998 Table 5-B
Reactions to Environmental Tobacco Smoke - Current Non-smokers**

	Bothered by Others' Smoke# (%)	Visitor Smoking Ban at Home (%)	Family Smoking Ban at Home (%)	Average Hours / Week of ETS Exposure at Home	Worksite Indoor Smoking Ban (%)	Average Hours / Week of ETS Exposure at Work	Believe ETS can Cause Lung Cancer (%)	Complained about Unauthorized Smoking (%)	Unweighted Sample Size (N)
Sex									
Male	70.0	65.8	32.4	2.1	75.8	2.1	89.6	10.7	819
Female	81.0	71.5	56.7	2.0	79.1	2.0	92.2	13.4	1208
Age Category									
18 - 24	69.9	66.8	51.6	3.8	72.7	1.0	94.3	11.7	193
25 - 44	75.4	70.8	46.9	2.4	76.3	2.8	92.4	13.1	914
45 - 64	84.5	69.3	37.6	1.8	81.6	0.7	92.5	13.3	545
65 or Older	63.7	64.6	59.6	0.9	29.4	24.3	82.6	8.2	365
Race/Ethnicity									
White Non-Hispanic	76.7	67.0	43.4	2.0	78.3	2.0	91.0	11.5	1579
Black Non-Hispanic	74.6	81.0	64.3	1.8	76.7	1.8	93.7	9.5	143
Hispanic	92.5	93.8	60.0	5.7	64.9	3.8	94.7	31.3	184
Asian & Other	39.4	71.7	70.6	0.4	62.5	2.2	85.0	11.9	68
Education Level									
Less than 12 Years	63.5	64.1	25.9	4.5	72.2	2.8	80.2	9.8	217
12 Years	71.1	64.5	53.4	2.0	68.6	3.1	87.4	10.1	564
13 - 15 Years	74.6	67.1	41.5	3.5	72.2	2.6	95.1	9.6	531
16 or More Years	81.3	73.7	51.2	0.8	84.6	1.4	92.0	15.5	691
Urban Region									
Boston	71.6	72.0	45.8	3.3	76.6	2.3	86.9	15.5	283
Springfield	71.7	69.6	50.0	3.3	69.2	1.6	88.6	15.2	324
Worcester	70.0	68.3	33.3	2.8	71.4	2.1	89.7	14.6	354
Lawrence/Lowell	77.8	74.0	53.8	1.8	76.7	1.4	90.3	16.4	343
Fall River/New Bedford	61.6	57.5	33.3	4.3	70.0	4.0	90.3	13.7	310
Total Population	76.0	69.0	46.8	2.1	77.5	2.1	91.1	12.2	2028

Bothered either "Some" or "A lot" by others' cigarette smoke.
Source: 1998 Massachusetts Adult Tobacco Survey.

Support for Smoking Bans



**1993 Table 6-A
Support for Smoking Bans**

	Smoking Ban Favored in:					Population Size (N)
	Restaurants (%)	Public Buildings (%)	Indoor Sports/ Concerts (%)	Outdoor Sports/ Concerts (%)		
Sex						
Male	45.7	43.0	52.1	20.2	2,032,538	
Female	48.5	48.8	63.8	18.6	2,324,607	
Age Category						
18 - 24	44.8	34.6	51.1	16.0	495,071	
25 - 44	47.6	46.6	58.6	18.7	2,060,170	
45 - 64	48.4	49.7	60.1	19.5	1,113,835	
65 or Older	41.9	48.0	61.6	24.4	545,224	
Race/Ethnicity						
White Non-Hispanic	46.7	46.0	58.0	17.9	3,747,795	
Black Non-Hispanic	38.5	37.5	48.8	22.5	175,920	
Hispanic	76.2	62.1	81.7	52.2	126,827	
Asian & Other	47.0	40.3	54.8	28.4	160,394	
Education Level						
Less than 12 Years	47.8	58.0	67.8	32.3	338,158	
12 Years	37.8	41.0	55.6	18.6	1,292,765	
13 - 15 Years	46.1	43.7	53.8	14.2	1,009,660	
16 or More Years	55.2	49.2	61.9	20.3	1,621,226	
Smoking Status						
Not a Current Smoker	55.4	52.0	65.0	23.7	3,357,840	
Current Smoker	19.3	26.3	36.3	4.9	999,304	
Urban Region						
Boston	40.1	43.0	58.2	19.7	433,598	
Springfield	46.8	45.5	55.4	18.2	107,359	
Worcester	40.8	41.1	52.9	17.5	123,216	
Lawrence/Lowell	44.4	45.3	55.9	19.0	116,244	
Fall River/New Bedford	44.4	45.4	54.9	16.0	135,556	
Total Population	47.2	46.1	58.4	19.4	4,357,144	

Source: 1993 Massachusetts Tobacco Survey - Adult

**1995 Table 6-A
Support for Smoking Bans**

	Smoking Ban Favored in:					Unweighted Sample Size (N)
	Restaurants (%)	Public Buildings (%)	Indoor Sports/ Concerts (%)	Outdoor Sports/ Concerts (%)	Shopping Malls (%)	
Sex						
Male	37.8	45.1	51.6	19.3	51.2	1022
Female	45.9	45.6	60.8	19.7	65.1	1334
Age Category						
18 - 24	32.2	36.6	44.0	15.3	71.4	218
25 - 44	48.3	44.0	59.9	19.1	58.6	1095
45 - 64	41.7	50.6	58.7	23.3	56.8	598
65 or Older	33.2	47.6	53.5	17.4	52.9	438
Race/Ethnicity						
White Non-Hispanic	41.1	44.8	56.5	18.0	56.9	1847
Black Non-Hispanic	36.5	39.9	68.8	24.1	62.7	160
Hispanic	60.7	74.2	66.8	41.7	84.3	167
Asian & Other	51.0	50.0	50.2	29.2	74.4	71
Education Level						
Less than 12 Years	32.6	42.5	41.1	13.5	46.4	298
12 Years	34.1	40.1	50.1	19.0	53.6	748
13 - 15 Years	40.6	48.0	60.5	18.4	67.9	566
16 or More Years	53.1	49.2	63.9	22.1	59.3	707
Smoking Status						
Not a Current Smoker	48.4	49.0	60.5	22.7	61.7	1812
Current Smoker	17.0	30.5	40.8	6.4	47.2	544
Urban Region						
Boston	37.6	41.7	55.8	19.9	58.1	376
Springfield	37.1	50.3	62.6	20.7	53.6	389
Worcester	38.9	43.5	59.7	18.6	57.4	426
Lawrence/Lowell	44.6	49.6	64.2	22.5	61.6	370
Fall River/New Bedford	41.1	43.2	54.8	15.9	44.0	385
Total Population	42.3	45.4	56.7	19.5	58.9	2356

Source: 1995 Massachusetts Adult Tobacco Survey

**1996 Table 6-A
Support for Smoking Bans**

	Smoking Ban Favored in:					Unweighted Sample Size (N)
	Restaurants (%)	Public Buildings (%)	Indoor Sports/ Concerts (%)	Outdoor Sports/ Concerts (%)	Shopping Malls (%)	
Sex						
Male	40.5	46.7	61.9	16.3	55.9	1064
Female	45.9	58.5	65.2	16.2	68.4	1509
Age Category						
18 - 24	36.9	49.0	60.0	12.9	67.3	299
25 - 44	42.1	55.5	60.0	13.0	60.7	1158
45 - 64	51.6	56.2	74.1	19.3	65.0	643
65 or Older	34.8	43.1	53.4	22.6	58.4	463
Race/Ethnicity						
White Non-Hispanic	42.1	51.4	63.8	15.1	61.9	2031
Black Non-Hispanic	43.6	57.6	67.2	22.6	67.7	194
Hispanic	56.8	59.2	65.5	23.0	61.4	196
Asian & Other	50.1	74.9	53.5	21.4	85.3	78
Education Level						
Less than 12 Years	35.6	47.4	50.9	16.8	56.5	313
12 Years	39.4	46.7	61.7	13.9	59.9	830
13 - 15 Years	43.2	51.4	62.3	18.1	61.5	658
16 or More Years	47.7	59.8	68.3	16.5	66.5	747
Smoking Status						
Not a Current Smoker	49.8	57.7	69.3	17.9	65.9	1977
Current Smoker	16.9	33.9	40.1	9.1	49.2	596
Urban Region						
Boston	41.4	51.6	60.3	20.4	64.3	389
Springfield	42.7	48.8	57.1	15.1	58.0	477
Worcester	35.8	44.7	53.0	15.9	58.1	442
Lawrence/Lowell	45.8	52.6	62.4	18.1	59.0	418
Fall River/New Bedford	41.6	47.1	53.8	16.1	46.7	412
Total Population	43.4	53.1	63.7	16.2	62.7	2573

Source: 1996 Massachusetts Adult Tobacco Survey

**1997 Table 6-A
Support for Smoking Bans**

	Smoking Ban Favored in:					Unweighted Sample Size (N)
	Restaurants (%)	Public Buildings (%)	Indoor Sports/Concerts (%)	Outdoor Sports/Concerts (%)	Shopping Malls (%)	
Sex						
Male	37.0	47.1	51.2	17.7	52.5	1356
Female	44.9	58.6	66.6	20.1	67.0	1752
Age Category						
18 - 24	40.4	54.1	55.2	12.4	67.6	329
25 - 44	43.3	55.8	60.9	17.0	62.1	1392
45 - 64	40.7	50.3	57.1	22.3	55.2	855
65 or Older	35.1	50.6	63.4	21.8	60.8	513
Race/Ethnicity						
White Non-Hispanic	38.9	52.8	58.4	16.8	60.0	2475
Black Non-Hispanic	51.2	54.8	64.7	30.6	67.1	209
Hispanic	67.7	54.2	73.3	40.8	65.4	259
Asian & Other	52.6	59.0	57.7	27.6	56.4	71
Education Level						
Less than 12 Years	46.3	53.4	69.9	26.0	63.7	363
12 Years	32.5	46.8	50.5	14.7	55.0	1030
13 - 15 Years	41.3	50.9	56.4	15.6	59.6	771
16 or More Years	46.0	59.2	66.3	22.3	64.1	919
Smoking Status						
Not a Current Smoker	47.1	55.7	64.4	22.4	62.2	2399
Current Smoker	18.5	44.2	41.2	5.6	53.7	709
Urban Region						
Boston	42.5	50.9	61.9	26.8	64.2	447
Springfield	42.1	50.6	58.4	18.2	60.3	592
Worcester	41.9	47.1	57.6	17.2	60.0	508
Lawrence/Lowell	49.6	53.0	59.1	19.3	64.3	516
Fall River/New Bedford	40.8	46.0	53.6	18.3	50.0	514
Total Population	41.3	53.4	59.6	19.0	60.5	3108

Source: 1997 Massachusetts Adult Tobacco Survey

**1998 Table 6-A
Support for Smoking Bans**

	Smoking Ban Favored In:					Unweighted Sample Size (N)
	Restaurants (%)	Public Buildings (%)	Indoor Sports/ Concerts (%)	Outdoor Sports/ Concerts (%)	Shopping Malls (%)	
Sex						
Male	44.3	48.4	56.6	21.2	58.7	1050
Female	52.1	58.2	67.3	22.8	69.7	1531
Age Category						
18 - 24	43.5	59.3	52.8	9.3	61.7	262
25 - 44	47.1	49.7	58.1	17.9	61.2	1204
45 - 64	58.5	62.6	69.4	28.8	69.2	686
65 or Older	36.8	44.1	68.6	27.6	66.8	415
Race/Ethnicity						
White Non-Hispanic	47.4	52.5	61.3	19.9	63.4	2020
Black Non-Hispanic	48.7	53.3	68.4	20.0	69.7	180
Hispanic	80.0	81.7	85.6	57.7	91.3	238
Asian & Other	36.2	51.5	58.8	23.5	60.9	82
Education Level						
Less than 12 Years	38.8	37.2	49.1	20.9	61.6	308
12 Years	41.8	47.9	57.0	22.9	64.9	790
13 - 15 Years	47.0	50.0	61.0	17.7	61.4	664
16 or More Years	56.7	63.6	70.4	25.1	68.5	783
Smoking Status						
Not a Current Smoker	54.5	57.6	67.1	24.3	68.2	2028
Current Smoker	21.0	36.8	41.6	11.4	49.1	554
Urban Region						
Boston	46.0	57.4	62.1	24.0	67.0	346
Springfield	52.5	56.7	61.7	18.3	65.0	425
Worcester	39.6	49.1	57.4	20.8	60.4	457
Lawrence/Lowell	51.6	54.4	66.7	22.0	67.0	434
Fall River/New Bedford	44.9	50.0	56.1	16.5	52.0	415
Total Population	48.5	53.9	62.6	22.0	64.8	2582

Source: 1998 Massachusetts Adult Tobacco Survey.

1993 Table 6-B
Support for Smoking Bans - Current Non-Smokers

	Smoking Ban Favored in:				Population Size (N)
	Restaurants (%)	Public Buildings (%)	Indoor Sports/Concerts (%)	Outdoor Sports/Concerts (%)	
Sex					
Male	52.7	49.4	58.2	25.4	1,542,227
Female	57.8	54.1	70.7	22.3	1,815,613
Age Category					
18 - 24	54.7	39.5	60.4	20.2	357,545
25 - 44	58.5	53.1	66.5	24.3	1,477,821
45 - 64	54.7	56.5	65.4	22.4	907,884
65 or Older	45.2	51.2	65.4	27.1	489,063
Race/Ethnicity					
White Non-Hispanic	55.6	52.4	65.1	22.2	2,869,828
Black Non-Hispanic	42.1	38.9	52.4	25.8	142,416
Hispanic	79.8	63.8	86.5	57.7	98,577
Asian & Other	52.4	44.6	57.6	33.3	133,777
Education Level					
Less than 12 Years	58.4	68.6	77.6	41.0	223,620
12 Years	47.4	49.1	65.2	26.2	879,984
13 - 15 Years	55.1	49.8	60.9	17.6	749,453
16 or More Years	59.7	52.0	65.3	22.4	1,437,144
Urban Region					
Boston	47.6	48.6	65.0	23.3	321,425
Springfield	56.6	54.0	67.7	24.3	71,975
Worcester	51.7	47.8	60.2	22.3	88,276
Lawrence/Lowell	55.6	52.5	64.3	24.8	83,225
Fall River/New Bedford	56.0	53.4	63.9	21.2	92,456
Total Population	55.4	52.0	65.0	23.7	3,357,840

Source: 1993 Massachusetts Tobacco Survey - Adult

**1995 Table 6-B
Support for Smoking Bans - Current Non-Smokers**

	Smoking Ban Favored in:					Unweighted Sample Size (N)
	Restaurants (%)	Public Buildings (%)	Indoor Sports/ Concerts (%)	Outdoor Sports/ Concerts (%)	Shopping Malls* (%)	
Sex						
Male	43.2	50.1	55.5	22.5	54.3	762
Female	52.5	48.1	64.4	22.8	67.6	1050
Age Category						
18 - 24	38.2	44.2	54.3	20.5	78.5	163
25 - 44	54.8	46.5	62.5	22.2	60.5	799
45 - 64	50.1	56.2	64.3	27.2	61.4	453
65 or Older	35.4	47.4	53.1	18.4	53.7	392
Race/Ethnicity						
White Non-Hispanic	47.2	47.8	60.1	20.5	60.0	1411
Black Non-Hispanic	43.5	45.8	77.9	29.0	70.2	124
Hispanic	62.4	73.6	68.6	47.1	85.5	134
Asian & Other	59.8	64.0	58.2	37.0	68.8	62
Education Level						
Less than 12 Years	30.8	44.7	39.7	17.0	45.9	217
12 Years	40.5	45.1	54.9	24.2	56.0	524
13 - 15 Years	48.7	51.6	66.4	21.6	72.1	424
16 or More Years	57.0	50.8	65.8	23.3	61.8	619
Urban Region						
Boston	46.7	43.7	64.2	24.4	65.9	281
Springfield	41.3	53.9	65.1	24.1	57.5	314
Worcester	45.4	48.8	65.2	20.7	64.6	327
Lawrence/Lowell	52.6	53.8	67.6	26.0	67.2	275
Fall River/New Bedford	49.2	48.1	59.6	19.3	50.7	338
Total Population	48.4	49.0	60.5	22.7	61.7	1812

* New question in 1995
Source: 1995 Massachusetts Adult Tobacco Survey

**1996 Table 6-B
Support for Smoking Bans - Current Non-Smokers**

	Smoking Ban Favored in:					Unweighted Sample Size (N)
	Restaurants (%)	Public Buildings (%)	Indoor Sports/Concerts (%)	Outdoor Sports/Concerts (%)	Shopping Malls (%)	
Sex						
Male	45.6	51.0	69.4	17.2	58.7	800
Female	53.1	63.2	69.3	18.5	71.7	1177
Age Category						
18 - 24	54.7	63.1	73.7	16.4	77.8	211
25 - 44	48.1	60.5	67.6	14.2	63.3	841
45 - 64	56.2	58.7	75.4	20.6	67.1	502
65 or Older	35.8	44.6	55.5	23.2	60.8	414
Race/Ethnicity						
White Non-Hispanic	48.7	56.6	68.8	17.0	65.4	1548
Black Non-Hispanic	50.3	57.6	74.0	26.3	67.0	154
Hispanic	72.8	61.7	76.8	32.2	68.3	157
Asian & Other	44.3	74.7	65.4	9.1	87.9	63
Education Level						
Less than 12 Years	37.9	54.5	51.9	16.9	65.4	221
12 Years	47.5	52.5	67.2	15.8	62.2	602
13 - 15 Years	49.7	56.0	69.5	19.6	65.8	484
16 or More Years	52.5	62.3	72.7	18.3	68.2	650
Urban Region						
Boston	50.3	55.9	65.9	25.6	69.9	303
Springfield	47.7	51.8	62.0	17.5	62.9	372
Worcester	45.9	50.9	62.6	20.8	64.4	328
Lawrence/Lowell	52.2	56.8	67.5	21.9	64.9	322
Fall River/New Bedford	48.3	53.7	57.7	19.2	54.2	302
Total Population	49.8	57.7	69.3	17.9	65.9	1977

Source: 1996 Massachusetts Adult Tobacco Survey

**1997 Table 6-B
Support for Smoking Bans - Current Non-Smokers**

	Smoking Ban Favored in:						Unweighted Sample Size (N)
	Restaurants (%)	Public Buildings (%)	Indoor Sports/Concerts (%)	Outdoor Sports/Concerts (%)	Shopping Malls (%)		
Sex							
Male	41.9	50.5	56.6	21.2	53.1		1028
Female	51.3	59.8	70.5	23.3	69.4		1371
Age Category							
18 - 24	45.6	54.2	60.9	16.4	72.3		241
25 - 44	49.5	56.9	65.6	20.5	61.8		1024
45 - 64	48.5	56.1	63.6	26.1	59.8		662
65 or Older	38.0	52.0	64.5	22.4	62.4		454
Race/Ethnicity							
White Non-Hispanic	44.9	55.1	63.6	20.2	62.3		1892
Black Non-Hispanic	60.0	59.4	69.6	33.3	66.7		170
Hispanic	70.1	57.3	75.0	43.1	62.9		211
Asian & Other	52.2	58.8	54.4	24.6	52.9		51
Education Level							
Less than 12 Years	54.9	56.1	75.6	28.2	65.9		261
12 Years	38.9	51.1	54.1	19.1	59.1		746
13 - 15 Years	47.4	51.3	62.0	19.3	60.8		575
16 or More Years	50.5	60.5	70.1	24.3	64.3		797
Urban Region							
Boston	52.4	57.6	70.9	31.8	68.8		335
Springfield	45.0	52.5	63.3	20.0	65.0		458
Worcester	47.1	49.3	61.2	19.7	62.7		393
Lawrence/Lowell	54.8	55.4	61.7	21.7	64.5		406
Fall River/New Bedford	46.4	50.0	57.7	22.9	55.7		392
Total Population	47.1	55.7	64.4	22.4	62.2		2399

Source: 1997 Massachusetts Adult Tobacco Survey

**1998 Table 6-B
Support for Smoking Bans - Current Non-Smokers**

	Smoking Ban Favored in:					Unweighted Sample Size (N)
	Restaurants (%)	Public Buildings (%)	Indoor Sports/Concerts (%)	Outdoor Sports/Concerts (%)	Shopping Malls (%)	
Sex						
Male	50.8	53.2	61.8	22.4	63.3	819
Female	57.7	61.0	71.3	26.0	72.1	1208
Age Category						
18 - 24	48.0	61.0	59.4	11.8	62.4	193
25 - 44	53.5	53.0	61.1	20.4	63.6	914
45 - 64	65.7	68.4	75.2	30.8	75.1	545
65 or Older	40.5	46.5	71.1	28.5	67.7	365
Race/Ethnicity						
White Non-Hispanic	53.8	56.4	66.2	22.3	67.0	1579
Black Non-Hispanic	51.6	55.6	69.8	24.2	69.8	143
Hispanic	82.5	82.5	87.3	57.5	93.7	184
Asian & Other	39.3	55.9	65.0	25.0	65.0	68
Education Level						
Less than 12 Years	41.6	38.4	51.8	23.4	63.1	217
12 Years	50.1	54.6	63.0	28.8	72.0	564
13 - 15 Years	51.8	52.1	63.1	19.5	63.6	531
16 or More Years	60.2	65.3	74.0	25.1	69.9	691
Urban Region						
Boston	51.5	62.7	67.5	28.3	71.4	283
Springfield	58.7	60.0	67.4	20.0	69.6	324
Worcester	45.0	52.4	61.0	25.0	65.0	354
Lawrence/Lowell	60.3	58.9	69.9	27.4	69.9	343
Fall River/New Bedford	50.7	54.8	60.8	19.2	58.1	310
Total Population	54.5	57.6	67.1	24.3	68.2	2028

Source: 1998 Massachusetts Adult Tobacco Survey.

Support for Restrictions on Tobacco Marketing

**1993 Table 7-A
Support for Restrictions on Tobacco Marketing**

	Support Ban on:					Population Size (N)
	Free Samples on Streets (%)	Sponsorship of Events (%)	Magazine Advertising (%)	Billboard Advertising (%)	Product Promotions (%)	
Sex						
Male	75.9	49.4	38.6	42.9	52.6	2,032,538
Female	84.1	67.6	47.0	55.6	69.0	2,324,607
Age Category						
18 - 24	74.1	44.9	25.2	26.5	51.1	495,071
25 - 44	78.5	55.0	36.0	43.0	53.8	2,060,170
45 - 64	83.7	65.5	56.2	61.2	71.2	1,113,835
65 or Older	88.8	76.4	60.7	69.7	81.4	545,224
Race/Ethnicity						
White Non-Hispanic	80.4	58.6	43.3	49.1	60.7	3,747,795
Black Non-Hispanic	72.8	67.8	39.7	56.3	70.8	175,920
Hispanic	90.7	72.4	50.9	64.9	68.1	126,827
Asian & Other	78.1	58.7	35.5	40.1	61.4	160,394
Education Level						
Less than 12 Years	82.4	72.8	64.0	69.3	77.7	338,158
12 Years	84.2	66.2	48.0	52.5	59.7	1,292,765
13 - 15 Years	79.7	56.9	40.7	47.7	60.9	1,009,660
16 or More Years	76.7	53.0	36.8	45.4	60.9	1,621,226
Smoking Status						
Not a Current Smoker	82.7	61.9	47.0	54.2	67.9	3,357,840
Current Smoker	72.4	50.1	29.9	34.7	39.5	999,304
Urban Region						
Boston	74.5	57.8	46.0	54.4	58.8	433,598
Springfield	80.7	60.3	40.3	49.5	55.4	107,359
Worcester	78.0	58.0	45.2	51.9	56.3	123,216
Lawrence/Lowell	81.4	59.6	44.7	51.8	59.3	116,244
Fall River/New Bedford	81.3	62.2	46.5	50.4	63.0	135,556
Total Population	80.3	59.2	43.1	49.7	61.4	4,357,144

Source: 1993 Massachusetts Tobacco Survey - Adult

**1995 Table 7-A
Support for Restrictions on Tobacco Marketing**

	Support Ban on:					Unweighted Sample Size (N)
	Free Samples on Streets (%)	Sponsorship of Events (%)	Magazine Advertising (%)	Billboard Advertising Near Schools*	Product Promotions (%)	
Sex						
Male	77.2	46.1	31.6	83.6	47.2	1022
Female	88.3	59.5	44.5	91.0	67.7	1334
Age Category						
18 - 24	72.9	42.5	23.1	87.2	47.4	218
25 - 44	83.1	48.7	37.5	87.5	52.5	1095
45 - 64	85.1	55.3	41.5	87.1	62.3	598
65 or Older	89.4	73.8	50.9	89.5	79.5	438
Race/Ethnicity						
White Non-Hispanic	84.9	51.1	38.0	87.1	56.8	1847
Black Non-Hispanic	81.6	59.7	51.8	91.5	77.4	160
Hispanic	90.5	84.1	49.9	97.8	72.2	167
Asian & Other	72.2	55.9	36.5	89.9	65.3	71
Education Level						
Less than 12 Years	82.8	61.0	47.7	83.6	61.2	298
12 Years	80.0	57.6	37.6	90.9	57.4	748
13 - 15 Years	89.2	58.7	41.7	91.2	64.5	566
16 or More Years	83.3	45.9	35.2	84.3	55.9	707
Smoking Status						
Not a Current Smoker	87.2	57.3	41.9	87.7	64.4	1812
Current Smoker	66.8	36.9	25.0	87.6	33.2	544
Urban Region						
Boston	76.4	53.4	38.5	86.4	56.6	376
Springfield	81.8	54.9	40.9	88.7	60.8	389
Worcester	86.1	57.7	44.5	90.5	55.5	426
Lawrence/Lowell	86.8	58.3	47.0	91.1	62.7	370
Fall River/New Bedford	83.4	56.5	42.1	89.9	51.9	385
Total Population	83.3	53.3	38.7	87.6	58.4	2356

Source: 1995 Massachusetts Adult Tobacco Survey

*Data now focus specifically on tobacco billboards near schools, rather than in no specific location.

1996 Table 7-A
Support for Restrictions on Tobacco Marketing

	Support Ban on:					Unweighted Sample Size (N)
	Free Samples on Streets (%)	Sponsorship of Events (%)	Magazine Advertising (%)	Billboard Advertising Near Schools* (%)	Product Promotions (%)	
Sex						
Male	75.4	46.8	33.6	84.1	47.9	1064
Female	93.5	62.7	46.1	91.5	72.8	1509
Age Category						
18 - 24	86.0	41.2	33.2	90.3	56.0	299
25 - 44	86.5	55.6	34.3	90.3	53.4	1158
45 - 64	83.9	57.3	47.2	83.4	65.9	643
65 or Older	84.1	66.4	51.5	90.0	78.5	463
Race/Ethnicity						
White Non-Hispanic	84.9	53.9	38.1	86.3	58.9	2031
Black Non-Hispanic	84.1	74.0	54.8	97.1	78.7	194
Hispanic	90.1	59.4	61.5	99.1	64.6	196
Asian & Other	81.8	53.8	37.0	96.7	77.7	78
Education Level						
Less than 12 Years	86.9	58.7	60.2	97.0	82.8	313
12 Years	86.7	63.4	48.2	89.2	69.1	830
13 - 15 Years	87.1	58.4	39.0	87.8	60.7	658
16 or More Years	82.3	46.3	32.1	86.0	52.4	747
Smoking Status						
Not a Current Smoker	85.2	55.4	41.7	84.1	64.9	1977
Current Smoker	85.1	55.0	34.7	91.5	45.7	596
Urban Region						
Boston	83.9	58.3	45.3	90.9	67.4	389
Springfield	87.2	60.5	45.6	92.1	62.2	477
Worcester	84.2	59.2	47.2	88.7	60.5	442
Lawrence/Lowell	87.7	62.0	43.8	90.0	63.9	418
Fall River/New Bedford	84.7	61.3	49.3	89.3	62.1	421
Total Population	85.2	55.3	40.3	88.0	61.2	2573

Source: 1996 Massachusetts Adult Tobacco Survey

*Data now focus specifically on tobacco billboards near schools, rather than in no specific location.

**1997 Table 7-A
Support for Restrictions on Tobacco Marketing**

	Support Ban on:					Unweighted Sample Size (N)
	Free Samples on Streets (%)	Sponsorship of Events (%)	Magazine Advertising (%)	Billboard Advertising Near Schools* (%)	Product Promotions (%)	
Sex						
Male	76.8	46.0	35.2	86.1	51.8	1356
Female	92.1	69.2	51.0	96.7	74.2	1752
Age Category						
18 - 24	83.8	53.3	37.0	90.4	60.4	329
25 - 44	86.7	55.5	41.5	92.9	59.3	1392
45 - 64	84.6	55.5	40.9	91.1	63.0	855
65 or Older	82.1	78.6	62.4	92.0	85.1	513
Race/Ethnicity						
White Non-Hispanic	84.9	56.1	41.6	91.2	61.9	2475
Black Non-Hispanic	90.2	75.3	61.4	97.6	73.8	209
Hispanic	90.8	76.7	66.9	98.5	87.6	259
Asian & Other	71.8	84.7	44.2	94.9	76.9	71
Education Level						
Less than 12 Years	80.1	82.2	68.7	98.2	78.9	363
12 Years	88.9	67.5	49.5	95.4	69.6	1030
13 - 15 Years	85.3	55.6	38.1	94.5	61.0	771
16 or More Years	82.8	50.1	39.3	86.8	59.5	919
Smoking Status						
Not a Current Smoker	86.8	61.6	45.7	92.0	70.1	2399
Current Smoker	78.5	46.5	36.5	91.3	40.4	709
Urban Region						
Boston	85.3	60.1	43.4	92.5	64.9	447
Springfield	92.1	60.0	44.0	93.4	61.3	592
Worcester	90.7	64.7	45.3	90.6	63.5	508
Lawrence/Lowell	92.0	61.9	49.1	91.1	64.3	516
Fall River/New Bedford	89.4	64.8	52.5	91.9	62.3	514
Total Population	85.1	58.5	43.8	91.8	64.0	3108

Source: 1997 Massachusetts Adult Tobacco Survey

*Data now focus specifically on tobacco billboards near schools, rather than in no specific location.

1998 Table 7-A
Support for Restrictions on Tobacco Marketing

	Support Ban on:					Unweighted Sample Size (N)
	Free Samples on Streets (%)	Sponsorship of Events (%)	Magazine Advertising (%)	Billboard Advertising Near Schools* (%)	Product Promotions (%)	
Sex						
Male	83.1	52.5	42.6	88.3	55.9	1050
Female	94.8	64.4	50.9	96.3	72.6	1531
Age Category						
18 - 24	83.3	47.0	37.1	91.4	54.5	262
25 - 44	88.5	54.5	38.8	91.1	54.7	1204
45 - 64	90.8	65.8	52.7	94.0	71.5	686
65 or Older	94.1	64.4	66.7	94.8	86.1	415
Race/Ethnicity						
White Non-Hispanic	89.5	57.2	45.0	92.1	63.2	2020
Black Non-Hispanic	88.0	76.4	67.6	98.7	81.3	180
Hispanic	95.2	91.9	78.8	99.0	86.3	238
Asian & Other	83.6	57.4	47.1	98.5	77.9	82
Education Level						
Less than 12 Years	88.3	65.4	62.6	93.2	71.7	308
12 Years	90.8	68.5	52.8	95.2	65.1	790
13 - 15 Years	89.0	50.6	41.5	90.8	60.8	664
16 or More Years	89.0	57.1	44.8	92.2	67.5	783
Smoking Status						
Not a Current Smoker	90.4	61.1	49.7	92.4	68.9	2028
Current Smoker	85.8	50.6	36.7	94.3	48.0	554
Urban Region						
Boston	81.7	60.2	45.3	90.3	65.6	346
Springfield	86.7	64.4	52.5	94.9	66.1	425
Worcester	88.5	63.5	48.1	90.6	64.2	457
Lawrence/Lowell	90.0	66.7	51.7	93.3	68.9	434
Fall River/New Bedford	87.8	60.4	46.9	93.8	61.5	415
Total Population	89.6	59.2	47.3	92.7	65.2	2582

Source: 1998 Massachusetts Adult Tobacco Survey.

*Data now focus specifically on tobacco billboards near schools, rather than in no specific location.

1993 Table 7-B
Support for Restrictions on Tobacco Marketing - Current Non-Smokers

	Support Ban on:					Population Size (N)
	Free Samples on Streets (%)	Sponsorship of Events (%)	Magazine Advertising (%)	Billboard Advertising (%)	Product Promotions (%)	
Sex						
Male	78.7	50.5	40.6	46.0	56.9	1,542,227
Female	86.0	71.4	52.5	61.2	77.1	1,815,613
Age Category						
18 - 24	75.7	46.6	28.7	29.7	57.1	357,545
25 - 44	81.2	57.6	39.6	47.6	61.7	1,477,821
45 - 64	86.4	67.7	60.1	64.6	75.9	907,884
65 or Older	89.5	77.7	60.8	70.2	83.4	489,063
Race/Ethnicity						
White Non-Hispanic	82.7	61.4	47.5	53.6	67.5	2,869,828
Black Non-Hispanic	76.9	72.7	40.0	60.7	75.2	142,416
Hispanic	92.5	72.0	55.0	69.4	67.0	98,577
Asian & Other	80.6	57.9	38.7	43.7	69.1	133,777
Education Level						
Less than 12 Years	90.1	80.6	77.7	84.2	91.6	223,620
12 Years	88.3	72.8	56.2	62.4	72.0	879,984
13 - 15 Years	83.5	59.5	44.4	51.4	66.8	749,453
16 or More Years	77.3	54.0	38.6	46.8	63.1	1,437,144
Urban Region						
Boston	78.7	61.1	49.5	58.8	63.9	321,425
Springfield	86.4	67.7	47.1	56.4	64.7	71,975
Worcester	84.1	62.7	49.6	56.0	64.3	88,276
Lawrence/Lowell	83.8	64.1	49.2	57.4	64.8	83,225
Fall River/New Bedford	86.5	69.7	53.9	57.3	74.9	92,456
Total Population	82.7	61.9	47.0	54.2	67.9	3,357,840

Source: 1993 Massachusetts Tobacco Survey - Adult

1995 Table 7-B
Support for Restrictions on Tobacco Marketing - Current Non-Smokers

	Support Ban on:					Unweighted Sample Size (N)
	Free Samples on Streets (%)	Sponsorship of Events (%)	Magazine Advertising (%)	Billboard Advertising Near Schools* (%)	Product Promotions (%)	
Sex						
Male	80.2	49.4	34.3	83.3	53.0	762
Female	93.0	64.2	48.2	91.1	73.6	1050
Age Category						
18 - 24	85.7	51.4	23.8	90.9	58.5	163
25 - 44	86.0	51.8	39.3	86.8	58.0	799
45 - 64	88.6	59.4	47.3	85.9	66.3	453
65 or Older	89.5	73.5	52.9	90.8	82.5	392
Race/Ethnicity						
White Non-Hispanic	87.5	54.3	40.9	86.9	61.9	1411
Black Non-Hispanic	89.9	66.2	55.4	91.1	85.8	124
Hispanic	93.7	86.4	49.2	98.7	72.4	134
Asian & Other	86.8	65.9	47.5	88.0	77.9	62
Education Level						
Less than 12 Years	90.3	64.6	51.0	84.1	66.2	217
12 Years	85.6	63.7	43.3	90.5	66.3	524
13 - 15 Years	92.8	66.9	44.7	92.9	73.5	424
16 or More Years	84.9	47.2	36.9	84.4	58.3	619
Urban Region						
Boston	78.7	57.3	43.5	88.3	64.3	281
Springfield	82.8	59.4	44.4	88.4	67.1	314
Worcester	87.7	62.1	46.5	89.6	60.8	327
Lawrence/Lowell	89.4	62.7	50.1	91.4	72.5	275
Fall River/New Bedford	85.2	61.5	48.0	92.3	58.7	338
Total Population	87.2	57.3	41.9	87.7	64.4	1812

Source: 1995 Massachusetts Adult Tobacco Survey

*Data now focus specifically on tobacco billboards near schools, rather than in no specific location.

**1996 Table 7-B
Support for Restrictions on Tobacco Marketing - Current Non-Smokers**

	Support Ban on:					Unweighted Sample Size (N)
	Free Samples on Streets (%)	Sponsorship of Events (%)	Magazine Advertising (%)	Billboard Advertising Near Schools* (%)	Product Promotions (%)	
Sex						
Male	73.8	47.1	35.9	82.9	51.3	800
Female	94.4	62.3	46.5	91.2	76.2	1177
Age Category						
18 - 24	88.6	41.5	33.8	89.6	71.6	211
25 - 44	86.1	54.8	34.4	89.6	55.1	841
45 - 64	83.2	57.0	47.5	83.0	66.7	502
65 or Older	85.4	66.1	55.2	90.5	80.4	414
Race/Ethnicity						
White Non-Hispanic	84.5	53.6	39.0	85.5	62.4	1548
Black Non-Hispanic	91.3	73.1	55.3	97.6	79.1	154
Hispanic	95.8	81.2	74.5	100.0	85.7	157
Asian & Other	79.3	44.8	44.7	98.6	77.1	63
Education Level						
Less than 12 Years	89.1	56.4	65.7	98.9	85.2	221
12 Years	85.6	65.2	50.5	88.8	74.6	602
13 - 15 Years	88.8	60.6	42.2	86.6	69.2	484
16 or More Years	82.2	45.8	32.9	85.9	54.0	650
Urban Region						
Boston	86.8	61.7	49.9	91.5	72.0	303
Springfield	87.8	62.4	49.2	93.9	69.5	372
Worcester	88.2	64.9	55.1	90.2	68.6	328
Lawrence/Lowell	87.8	65.6	47.5	89.9	70.4	322
Fall River/New Bedford	86.9	63.3	51.9	91.8	68.6	302
Total Population	85.2	55.4	41.7	87.4	64.9	1977

Source: 1996 Massachusetts Adult Tobacco Survey

*Data now focus specifically on tobacco billboards near schools, rather than in no specific location.

1997 Table 7-B
Support for Restrictions on Tobacco Marketing - Current Non-Smokers

	Support Ban on:					Unweighted Sample Size (N)
	Free Samples on Streets (%)	Sponsorship of Events (%)	Magazine Advertising (%)	Billboard Advertising Near Schools* (%)	Product Promotions (%)	
Sex						
Male	79.3	50.0	36.7	85.6	57.1	1028
Female	92.7	71.2	53.0	97.1	80.5	1371
Age Category						
18 - 24	87.4	53.8	37.7	93.2	62.8	241
25 - 44	88.6	59.2	44.3	92.8	67.5	1024
45 - 64	86.8	58.8	41.4	90.7	67.6	662
65 or Older	82.2	79.5	63.0	92.4	87.9	454
Race/Ethnicity						
White Non-Hispanic	86.8	59.2	43.3	91.2	68.4	1892
Black Non-Hispanic	91.2	80.3	66.7	97.1	76.8	170
Hispanic	92.2	78.3	67.8	99.1	88.7	211
Asian & Other	70.1	88.7	42.6	98.5	79.1	51
Education Level						
Less than 12 Years	86.3	88.5	79.8	98.4	84.7	261
12 Years	90.0	73.7	53.6	96.7	78.4	746
13 - 15 Years	89.6	60.9	43.0	95.4	71.9	575
16 or More Years	83.3	51.1	37.7	86.5	62.1	797
Urban Region						
Boston	87.5	61.4	44.8	94.0	68.8	335
Springfield	93.3	66.1	49.2	94.9	69.5	458
Worcester	92.5	71.2	49.3	90.9	70.1	393
Lawrence/Lowell	92.4	65.9	50.0	91.2	68.1	406
Fall River/New Bedford	91.6	69.1	55.3	92.6	72.3	392
Total Population	86.8	61.6	45.7	92.0	70.1	2399

Source: 1997 Massachusetts Adult Tobacco Survey

*Data now focus specifically on tobacco billboards near schools, rather than in no specific location.

**1998 Table 7-B
Support for Restrictions on Tobacco Marketing - Current Non-Smokers**

	Support Ban on:					Unweighted Sample Size (N)
	Free Samples on Streets (%)	Sponsorship of Events (%)	Magazine Advertising (%)	Billboard Advertising Near Schools* (%)	Product Promotions (%)	
Sex						
Male	83.0	54.9	45.1	87.4	59.8	819
Female	96.4	66.0	53.1	96.5	76.2	1208
Age Category						
18 - 24	82.6	52.8	38.1	88.7	56.4	193
25 - 44	89.0	54.6	41.2	90.6	57.9	914
45 - 64	92.0	67.8	54.0	94.2	74.8	545
65 or Older	94.6	65.3	68.3	94.8	89.1	365
Race/Ethnicity						
White Non-Hispanic	90.5	59.6	47.4	91.7	66.9	1579
Black Non-Hispanic	88.9	75.0	67.2	98.4	85.5	143
Hispanic	95.0	92.1	86.7	98.7	94.9	184
Asian & Other	83.1	56.7	48.3	98.3	81.7	68
Education Level						
Less than 12 Years	87.4	68.5	65.8	90.1	74.8	217
12 Years	91.8	72.6	57.5	95.9	73.4	564
13 - 15 Years	90.5	53.0	45.0	89.7	62.4	531
16 or More Years	89.7	58.7	45.8	92.5	69.6	691
Urban Region						
Boston	85.6	60.8	45.2	91.3	67.9	283
Springfield	86.7	66.7	55.6	93.3	71.1	324
Worcester	90.0	67.5	53.8	94.9	72.5	354
Lawrence/Lowell	91.8	69.4	55.6	94.4	75.0	343
Fall River/New Bedford	90.4	62.5	48.6	93.2	66.7	310
Total Population	90.4	61.1	49.7	92.4	68.9	2028

Source: 1998 Massachusetts Adult Tobacco Survey.

*Data now focus specifically on tobacco billboards near schools, rather than in no specific location.

Support for Tobacco Taxation



1993 Table 8-A
Support for Additional Tobacco Taxation for Various Purposes

	Favor Additional Taxation if Funds Used:				Average Additional Tax Endorsed*	Population Size (N)
	To Reduce Smoking (%)	For Smoking and Health Programs (%)	For Any Government Purpose (%)			
Sex						
Male	75.9	70.2	32.0	\$1.81	2,032,538	
Female	79.8	75.5	31.1	\$1.47	2,324,607	
Age Category						
18 - 24	84.2	82.0	46.3	\$1.31	495,071	
25 - 44	79.0	75.3	31.2	\$1.60	2,060,170	
45 - 64	73.9	67.7	28.7	\$1.71	1,113,835	
65 or Older	77.0	67.4	27.9	\$1.87	545,224	
Race/Ethnicity						
White Non-Hispanic	77.5	71.6	30.4	\$1.57	3,747,795	
Black Non-Hispanic	81.4	82.5	29.6	\$1.94	175,920	
Hispanic	81.9	85.9	51.6	\$2.47	126,827	
Asian & Other	88.1	90.1	45.0	\$1.69	160,394	
Education Level						
Less than 12 Years	67.0	69.9	34.7	\$2.09	338,158	
12 Years	71.3	69.1	24.6	\$1.54	1,292,765	
13 - 15 Years	76.9	72.5	26.8	\$1.30	1,009,660	
16 or More Years	85.6	76.9	38.8	\$1.82	1,621,226	
Smoking Status						
Not a Current Smoker	85.0	79.4	35.7	\$1.78	3,357,840	
Current Smoker	54.3	51.6	17.3	\$0.89	999,304	
Urban Region						
Boston	75.8	76.1	35.8	\$1.66	433,598	
Springfield	72.8	71.5	29.7	\$1.55	107,359	
Worcester	72.0	71.9	29.2	\$1.70	123,216	
Lawrence/Lowell	78.4	75.2	33.2	\$1.81	116,244	
Fall River/New Bedford	77.1	76.3	33.6	\$1.64	135,556	
Total Population	78.0	73.0	31.5	\$1.63	4,357,144	

* Response options were from one cent to five dollars per pack.

Source: 1993 Massachusetts Tobacco Survey - Adult

1995 Table 8-A
Support for Additional Tobacco Taxation for Various Purposes

	Favor Additional Taxation if Funds Used:			Average Additional Tax Endorsed*	Unweighted Sample Size (N)
	To Reduce Smoking (%)	For Smoking and Health Programs (%)	For Any Government Purpose (%)		
Sex					
Male	77.3	71.5	27.9	\$1.80	1022
Female	84.7	77.6	29.9	\$1.61	1334
Age Category					
18 - 24	76.0	78.9	39.1	\$1.63	218
25 - 44	83.5	76.7	28.9	\$1.60	1095
45 - 64	80.3	69.7	26.2	\$1.76	598
65 or Older	80.8	75.4	26.2	\$1.92	438
Race/Ethnicity					
White Non-Hispanic	81.6	74.8	27.9	\$1.61	1847
Black Non-Hispanic	83.2	85.9	43.9	\$2.43	160
Hispanic	90.0	85.4	59.3	\$2.45	167
Asian & Other	78.2	67.4	23.8	\$2.20	71
Education Level					
Less than 12 Years	78.0	77.2	26.6	\$2.07	298
12 Years	78.6	72.0	27.5	\$1.63	748
13 - 15 Years	86.7	82.0	27.9	\$1.74	566
16 or More Years	81.7	73.2	32.3	\$1.62	707
Smoking Status					
Not a Current Smoker	88.0	80.3	33.2	\$1.82	1812
Current Smoker	53.5	52.3	11.9	\$0.90	544
Urban Region					
Boston	80.6	73.7	31.3	\$1.76	376
Springfield	80.3	76.1	27.0	\$1.66	389
Worcester	81.0	75.6	25.8	\$1.65	426
Lawrence/Lowell	77.0	74.1	28.8	\$1.81	370
Fall River/New Bedford	78.1	74.9	32.9	\$1.50	385
Total Population	81.3	74.9	29.0	\$1.69	2356

* Response options were from one cent to five dollars per pack.

Source: 1995 Massachusetts Adult Tobacco Survey

1996 Table 8-A
Support for Additional Tobacco Taxation for Various Purposes

	Favor Additional Taxation if Funds Used:			Average Additional Tax Endorsed*	Unweighted Sample Size (N)
	To Reduce Smoking (%)	For Smoking and Health Programs (%)	For Any Government Purpose (%)		
Sex					
Male	80.7	67.5	30.6	\$1.59	1064
Female	87.7	80.6	37.1	\$1.51	1509
Age Category					
18 - 24	82.1	71.1	32.1	\$1.40	299
25 - 44	87.2	77.7	33.1	\$1.47	1158
45 - 64	85.7	76.5	36.7	\$1.76	643
65 or Older	75.9	64.1	31.3	\$1.51	463
Race/Ethnicity					
White Non-Hispanic	84.3	73.7	33.1	\$1.40	2031
Black Non-Hispanic	79.0	81.3	33.3	\$2.24	194
Hispanic	91.2	85.7	34.2	\$2.35	196
Asian & Other	87.8	74.6	59.0	\$2.43	78
Education Level					
Less than 12 Years	78.0	70.9	35.2	\$1.70	313
12 Years	85.4	73.9	34.1	\$1.69	830
13 - 15 Years	84.4	75.7	35.7	\$1.49	658
16 or More Years	85.0	74.9	32.7	\$1.46	747
Smoking Status					
Not a Current Smoker	88.5	79.1	38.2	\$1.69	1977
Current Smoker	67.9	56.2	17.5	\$0.86	596
Urban Region					
Boston	80.3	77.6	34.5	\$1.80	389
Springfield	81.0	75.9	31.7	\$1.64	477
Worcester	78.9	72.6	31.4	\$1.55	442
Lawrence/Lowell	82.8	78.6	31.1	\$1.80	418
Fall River/New Bedford	81.9	79.8	26.4	\$1.66	421
Total Population	84.5	74.6	34.1	\$1.55	2573

* Response options were from one cent to five dollars per pack.

Source: 1996 Massachusetts Adult Tobacco Survey

1997 Table 8-A
Support for Additional Tobacco Taxation for Various Purposes

	Favor Additional Taxation if Funds Used:			Average Additional Tax Endorsed*	Unweighted Sample Size (N)
	To Reduce Smoking (%)	For Smoking and Health Programs (%)	For Any Government Purpose (%)		
Sex					
Male	75.0	72.2	29.0	\$1.78	1356
Female	87.3	80.4	31.9	\$1.62	1752
Age Category					
18 - 24	83.4	84.2	44.8	\$1.50	329
25 - 44	82.0	75.7	32.9	\$1.60	1392
45 - 64	83.1	77.1	24.7	\$1.99	855
65 or Older	77.4	75.1	25.7	\$1.41	513
Race/Ethnicity					
White Non-Hispanic	81.1	75.4	29.8	\$1.59	2475
Black Non-Hispanic	79.5	79.5	32.9	\$2.34	209
Hispanic	85.0	85.8	43.8	\$2.48	259
Asian & Other	93.0	94.3	22.5	\$2.56	71
Education Level					
Less than 12 Years	71.1	70.4	33.5	\$2.37	363
12 Years	80.0	77.3	25.5	\$1.82	1030
13 - 15 Years	79.8	75.0	25.0	\$1.42	771
16 or More Years	85.2	77.8	36.6	\$1.70	919
Smoking Status					
Not a Current Smoker	89.2	82.9	34.9	\$1.80	2399
Current Smoker	53.1	52.5	14.0	\$1.01	709
Urban Region					
Boston	83.4	80.0	34.0	\$2.05	447
Springfield	81.1	74.3	28.4	\$1.59	592
Worcester	79.5	78.6	28.2	\$1.82	508
Lawrence/Lowell	82.7	78.0	28.2	\$1.81	516
Fall River/New Bedford	82.6	79.3	28.1	\$1.71	514
Total Population	81.7	76.7	30.6	\$1.69	3108

* Response options were from one cent to five dollars per pack.
Source: 1997 Massachusetts Adult Tobacco Survey

1998 Table 8-A
Support for Additional Tobacco Taxation for Various Purposes

	Favor Additional Taxation if Funds Used:			Average Additional Tax Endorsed*	Unweighted Sample Size (N)
	To Reduce Smoking (%)	For Smoking and Health Programs (%)	For Any Government Purpose (%)		
Sex					
Male	77.4	70.3	30.7	\$2.09	1050
Female	86.5	75.8	27.6	\$1.81	1531
Age Category					
18 - 24	82.8	76.3	38.6	\$2.06	262
25 - 44	82.5	71.1	29.4	\$1.80	1204
45 - 64	84.2	76.3	28.7	\$1.94	686
65 or Older	78.0	71.5	20.4	\$2.19	415
Race/Ethnicity					
White Non-Hispanic	82.3	72.4	27.5	\$1.84	2020
Black Non-Hispanic	89.2	79.5	34.7	\$2.39	180
Hispanic	88.4	91.8	55.8	\$3.02	238
Asian & Other	70.1	71.2	31.8	\$2.49	82
Education Level					
Less than 12 Years	76.1	63.9	35.1	\$2.03	308
12 Years	80.4	72.5	24.8	\$2.15	790
13 - 15 Years	82.6	74.4	28.7	\$1.66	664
16 or More Years	85.0	75.3	31.4	\$2.01	783
Smoking Status					
Not a Current Smoker	87.5	78.5	32.5	\$2.10	2028
Current Smoker	59.7	50.8	12.8	\$0.98	554
Urban Region					
Boston	82.0	78.5	32.5	\$1.97	346
Springfield	77.6	71.9	26.3	\$1.99	425
Worcester	80.0	76.5	33.3	\$1.75	457
Lawrence/Lowell	84.3	78.7	37.1	\$1.98	434
Fall River/New Bedford	80.2	79.2	27.1	\$1.76	415
Total Population	82.5	73.4	29.0	\$1.93	2582

*Response options were from one cent to five dollars per pack.
Source: 1998 Massachusetts Adult Tobacco Survey.

1993 Table 8-B
Support for Additional Taxation for Various Purposes
Current Non-Smokers

	Favor Additional Taxation if Funds Used:				Additional Tax Endorsed*	Population Size (N)
	To Reduce Smoking (%)	For Smoking/Health Programs (%)	For Any Government Purpose (%)			
Sex						
Male	83.7	77.5	37.4		\$1.99	1,542,227
Female	86.1	80.9	34.3		\$1.61	1,815,613
Age Category						
18 - 24	90.6	87.1	48.9		\$1.41	357,545
25 - 44	88.7	85.6	38.2		\$1.78	1,477,821
45 - 64	78.7	71.2	32.1		\$1.88	907,884
65 or Older	82.5	71.7	29.0		\$1.91	489,063
Race/Ethnicity						
White Non-Hispanic	84.9	78.2	34.9		\$1.73	2,869,828
Black Non-Hispanic	87.1	84.7	30.7		\$2.14	142,416
Hispanic	82.8	87.5	53.3		\$2.85	98,577
Asian & Other	93.7	96.2	45.9		\$1.71	133,777
Education Level						
Less than 12 Years	78.3	81.8	33.3		\$2.56	223,620
12 Years	79.7	76.4	28.9		\$1.83	879,984
13 - 15 Years	86.5	79.3	32.6		\$1.36	749,453
16 or More Years	87.9	80.2	41.3		\$1.89	1,437,144
Urban Region						
Boston	81.2	80.3	40.8		\$1.85	321,425
Springfield	82.9	82.0	35.3		\$1.74	71,975
Worcester	81.9	78.1	36.1		\$1.86	88,276
Lawrence/Lowell	84.7	81.6	39.4		\$2.10	83,225
Fall River/New Bedford	86.5	85.4	38.9		\$1.77	92,456
Total Population	85.0	79.4	35.7		\$1.78	3,357,840

* Response options were from one cent to five dollars per pack.

Source: 1993 Massachusetts Tobacco Survey - Adult

1995 Table 8-B
Support for Additional Taxation for Various Purposes
Current Non-Smokers

	Favor Additional Taxation if Funds Used:			Additional Tax Endorsed*	Unweighted Sample Size (N)
	To Reduce Smoking (%)	For Smoking/Health Programs (%)	For Any Government Purpose (%)		
Sex					
Male	84.7	76.5	31.1	1.92	762
Female	90.7	83.3	34.9	1.74	1050
Age Category					
18 - 24	93.5	93.7	51.1	1.80	163
25 - 44	89.4	81.3	31.7	1.68	799
45 - 64	86.0	74.2	31.3	1.97	453
65 or Older	83.2	78.1	28.1	2.00	392
Race/Ethnicity					
White Non-Hispanic	88.0	79.9	32.0	1.73	1411
Black Non-Hispanic	84.4	87.3	51.6	2.85	124
Hispanic	89.8	84.4	58.5	2.73	134
Asian & Other	97.2	81.9	31.3	2.34	62
Education Level					
Less than 12 Years	79.8	79.5	25.2	2.43	217
12 Years	88.8	80.3	34.5	1.83	524
13 - 15 Years	93.6	89.2	33.9	1.95	424
16 or More Years	85.7	75.6	33.7	1.62	619
Urban Region					
Boston	84.0	76.3	38.4	2.00	281
Springfield	83.8	80.3	30.1	1.81	314
Worcester	88.5	81.5	31.4	1.82	327
Lawrence/Lowell	83.9	78.0	35.3	2.01	275
Fall River/New Bedford	88.6	82.0	39.0	1.79	338
Total Population	88.0	80.3	33.2	1.82	1812

* Response options were from one cent to five dollars per pack.
Source: 1995 Massachusetts Adult Tobacco Survey

1996 Table 8-B
Support for Additional Taxation for Various Purposes
Current Non-Smokers

	Favor Additional Taxation if Funds Used:			Additional Tax Endorsed*	Unweighted Sample Size (N)
	To Reduce Smoking (%)	For Smoking/Health Programs (%)	For Any Government Purpose (%)		
Sex					
Male	83.9	70.8	34.6	1.74	800
Female	92.2	85.8	41.1	1.65	1177
Age Category					
18 - 24	93.3	82.8	44.7	1.70	211
25 - 44	89.5	81.7	36.3	1.61	841
45 - 64	90.1	80.7	40.5	1.83	502
65 or Older	78.8	66.3	31.4	1.58	414
Race/Ethnicity					
White Non-Hispanic	88.8	79.0	37.6	1.54	1548
Black Non-Hispanic	86.5	87.6	38.2	2.35	154
Hispanic	88.9	81.6	38.9	3.24	157
Asian & Other	87.9	73.9	55.9	2.03	63
Education Level					
Less than 12 Years	81.6	79.0	39.8	1.93	221
12 Years	91.3	81.0	42.1	1.85	602
13 - 15 Years	90.7	82.6	40.5	1.69	484
16 or More Years	86.4	76.1	34.3	1.55	650
Urban Region					
Boston	85.7	83.3	38.7	2.08	303
Springfield	86.3	80.1	34.8	1.80	372
Worcester	86.0	79.2	36.2	1.69	328
Lawrence/Lowell	86.8	82.9	34.8	1.89	322
Fall River/New Bedford	87.8	84.1	32.3	1.83	302
Total Population	88.5	79.1	38.2	1.69	1977

* Response options were from one cent to five dollars per pack.
Source: 1996 Massachusetts Adult Tobacco Survey

1997 Table 8-B
Support for Additional Taxation for Various Purposes
Current Non-Smokers

	Favor Additional Taxation if Funds Used:				Additional Tax Endorsed*	Unweighted Sample Size (N)
	To Reduce Smoking (%)	For Smoking/Health Programs (%)	For Any Government Purpose (%)			
Sex						
Male	84.1	79.3	33.4		\$1.90	1028
Female	93.1	85.9	36.2		\$1.73	1371
Age Category						
18 - 24	96.3	97.2	51.9		\$1.54	241
25 - 44	88.4	81.7	37.9		\$1.77	1024
45 - 64	92.4	83.7	29.2		\$2.09	662
65 or Older	82.3	79.1	27.8		\$1.43	454
Race/Ethnicity						
White Non-Hispanic	89.0	82.0	34.1		\$1.70	1892
Black Non-Hispanic	88.2	83.8	38.2		\$2.38	170
Hispanic	86.6	88.4	45.4		\$2.55	211
Asian & Other	96.7	96.7	26.2		\$2.79	51
Education Level						
Less than 12 Years	77.5	72.5	37.0		\$2.67	261
12 Years	91.4	87.4	29.4		\$2.03	746
13 - 15 Years	90.3	84.3	30.9		\$1.53	575
16 or More Years	88.4	80.5	39.4		\$1.75	797
Urban Region						
Boston	90.5	86.4	40.0		\$2.24	335
Springfield	86.4	82.8	33.3		\$1.69	458
Worcester	84.4	84.6	33.3		\$2.01	393
Lawrence/Lowell	88.6	84.1	31.5		\$1.86	406
Fall River/New Bedford	90.2	85.1	31.5		\$1.85	392
Total Population	89.2	82.9	34.9		\$1.80	2399

* Response options were from one cent to five dollars per pack.
Source: 1997 Massachusetts Adult Tobacco Survey

1998 Table 8-B
Support for Additional Taxation for Various Purposes
Current Non-Smokers

	Favor Additional Taxation if Funds Used:			Additional Tax Endorsed*	Unweighted Sample Size (N)
	To Reduce Smoking (%)	For Smoking/Health Programs (%)	For Any Government Purpose (%)		
Sex					
Male	83.2	75.7	34.2	\$2.24	819
Female	91.0	80.6	31.4	\$1.99	1208
Age Category					
18 - 24	89.7	81.0	44.1	\$2.43	193
25 - 44	85.4	76.4	33.7	\$1.99	914
45 - 64	91.1	82.1	33.0	\$2.03	545
65 or Older	82.9	74.4	21.0	\$2.27	365
Race/Ethnicity					
White Non-Hispanic	87.7	77.9	31.1	\$2.00	1579
Black Non-Hispanic	92.1	81.7	36.7	\$2.62	143
Hispanic	87.5	90.5	62.5	\$3.71	184
Asian & Other	72.9	74.1	36.2	\$2.36	68
Education Level					
Less than 12 Years	77.3	67.9	35.3	\$2.33	217
12 Years	90.5	81.4	30.3	\$2.42	564
13 - 15 Years	87.1	79.4	32.9	\$1.77	531
16 or More Years	87.5	77.3	33.3	\$2.11	691
Urban Region					
Boston	86.7	81.9	35.3	\$2.15	283
Springfield	84.1	76.7	31.8	\$2.20	324
Worcester	89.2	82.1	38.5	\$1.86	354
Lawrence/Lowell	90.1	84.5	42.3	\$2.13	343
Fall River/New Bedford	86.1	83.3	30.6	\$1.87	310
Total Population	87.5	78.5	32.5	\$2.10	2028

*Response options were from one cent to five dollars per pack.

Source: 1998 Massachusetts Adult Tobacco Survey.

Avoidance of ETS

**1995 Table 9-A
Reactions to ETS**

	Would use restaurants more if smokefree (%)	Would use bars more if smokefree (%)	Avoided a smoky place (%)	Avoided a smokefree place (%)	Prefers formal policies (%)	Unweighted Sample Size (N)
Sex						
Male	25.6	18.2	34.8	9.8	55.3	1022
Female	35.3	21.4	43.5	7.5	60.6	1334
Age Category						
18 - 24	12.7	16.8	22.3	12.4	39.4	218
25 - 44	35.8	24.2	47.9	9.4	69.8	1095
45 - 64	36.3	21.4	37.8	7.1	55.0	598
65 or Older	21.4	6.3	30.9	4.9	43.2	438
Race/Ethnicity						
White Non-Hispanic	29.8	21.4	39.9	7.8	58.6	1847
Black Non-Hispanic	27.0	18.5	47.2	10.8	60.1	160
Hispanic	50.4	13.0	53.9	21.7	61.6	167
Asian and Other	40.1	17.3	16.9	3.0	55.6	71
Education Level						
Less Than HS	19.4	9.6	26.9	12.1	22.5	298
High School	27.1	11.1	32.9	7.3	45.6	748
Some College	29.1	17.4	33.6	13.4	61.1	566
BA or Higher	38.9	31.1	53.2	5.6	74.7	707
Smoking Status						
Not a current smoker	37.7	24.6	47.4	4.7	66.1	1812
Current Smoker	2.7	.6	6.6	24.7	25.3	544
Urban Region						
Boston	27.0	21.7	32.3	13.3	62.3	376
Springfield	27.8	15.9	31.7	11.1	52.9	389
Worcester	28.1	17.6	31.9	11.6	50.6	426
Lawrence/Lowell	30.9	18.4	37.7	11.2	51.6	370
Fall River/New Bedford	31.9	15.2	30.2	13.3	45.3	385
Total	31.0	20.0	39.6	8.5	58.2	2356

Source: 1995 Massachusetts Adult Tobacco Survey

**1996 Table 9-A
Reactions to ETS**

	Would use restaurants more if smokefree (%)	Would use bars more if smokefree (%)	Avoided a smoky place (%)	Avoided a smokefree place (%)	Prefers formal policies (%)	Unweighted Sample Size (N)
Sex						
Male	24.2	13.8	26.5	8.1	55.3	1064
Female	42.0	21.9	45.9	7.3	64.9	1509
Age Category						
18 - 24	26.6	24.4	29.2	11.5	51.5	299
25 - 44	32.7	22.0	38.8	8.9	71.1	1158
45 - 64	38.9	15.2	41.9	5.8	65.9	643
65 or Older	30.8	5.4	30.1	5.0	30.7	463
Race/Ethnicity						
White Non-Hispanic	31.7	16.9	37.1	7.5	61.5	2031
Black Non-Hispanic	36.6	19.6	37.5	7.9	65.2	194
Hispanic	40.6	20.6	33.0	17.5	48.1	196
Asian and Other	60.8	42.5	38.8	2.9	52.2	78
Education Level						
Less Than HS	35.4	11.0	34.3	10.1	34.5	313
High School	31.5	12.3	31.1	4.9	43.4	830
Some College	29.6	18.2	32.3	10.6	60.8	658
BA or Higher	38.0	23.6	45.1	7.4	77.3	747
Smoking Status						
Not a current smoker	40.0	21.5	43.9	2.9	65.9	1977
Current Smoker	7.1	4.1	7.6	28.2	37.5	596
Urban Region						
Boston	32.6	24.1	37.6	12.1	61.4	389
Springfield	28.3	13.9	29.2	9.8	54.2	477
Worcester	28.3	18.5	34.8	12.0	57.5	442
Lawrence/Lowell	33.7	21.1	36.4	9.7	55.2	418
Fall River/New Bedford	30.3	15.1	24.9	11.1	52.5	421
Total	33.8	18.2	37.0	7.7	60.5	2573

Source: 1996 Massachusetts Adult Tobacco Survey

**1997 Table 9-A
Reactions to ETS**

	Would use restaurants more if smokefree (%)	Would use bars more if smokefree (%)	Avoided a smoky place (%)	Avoided a smokefree place (%)	Unweighted Sample Size (N)
Sex					
Male	26.7	15.9	31.9	11.2	1356
Female	34.7	21.2	41.9	8.2	1752
Age Category					
18 - 24	21.4	21.2	27.7	8.1	329
25 - 44	34.7	24.0	43.0	8.2	1392
45 - 64	31.2	13.5	39.2	13.2	855
65 or Older	25.4	10.1	21.1	7.7	513
Race/Ethnicity					
White Non-Hispanic	29.5	17.5	36.7	9.8	2475
Black Non-Hispanic	30.2	25.6	41.9	3.5	209
Hispanic	46.5	30.8	46.2	8.4	259
Asian and Other	43.4	27.1	38.5	12.8	71
Education Level					
Less Than HS	37.0	19.0	26.4	8.8	363
High School	24.7	10.3	28.7	10.2	1030
Some College	23.1	14.6	34.4	12.7	771
BA or Higher	39.4	27.7	46.8	6.9	919
Smoking Status					
Not a current smoker	38.1	22.6	43.8	3.6	2399
Current Smoker	3.8	3.8	12.7	32.6	709
Urban Region					
Boston	35.9	22.9	41.1	12.4	447
Springfield	31.6	19.5	33.8	10.3	592
Worcester	31.4	16.3	34.5	9.2	508
Lawrence/Lowell	32.2	19.1	35.7	8.7	516
Fall River/New Bedford	33.3	15.1	34.4	9.5	514
Total	31.1	18.8	37.4	9.6	3108

Source: 1997 Massachusetts Adult Tobacco Survey

**1998 Table 9-A
Reactions to ETS**

	Would use restaurants more if smokefree (%)	Would use bars more if smokefree (%)	Avoided a smoky place (%)	Avoided a smokefree place (%)	Unweighted Sample Size (N)
Sex					
Male	33.4	17.5	40.5	8.0	1050
Female	37.8	27.1	47.8	12.4	1531
Age Category					
18 - 24	28.3	20.4	35.1	8.0	262
25 - 44	32.4	27.7	43.4	12.4	1204
45 - 64	44.5	24.4	51.3	9.1	686
65 or Older	28.0	4.1	35.3	9.4	415
Race/Ethnicity					
White Non-Hispanic	35.8	23.0	44.2	10.3	2020
Black Non-Hispanic	33.3	26.7	45.2	3.2	180
Hispanic	35.8	16.7	44.4	3.8	238
Asian and Other	28.2	20.5	40.6	17.9	82
Education Level					
Less Than HS	12.8	5.1	18.2	15.6	308
High School	29.3	19.5	34.1	18.8	790
Some College	39.6	22.6	44.0	8.8	664
BA or Higher	39.1	26.6	55.0	5.4	783
Smoking Status					
Not a current smoker	42.6	27.1	51.0	4.7	2028
Current Smoker	1.4	0	11.5	37.5	554
Urban Region					
Boston	31.6	24.5	45.7	14.9	346
Springfield	34.5	13.8	35.7	10.3	425
Worcester	32.0	15.4	34.6	12.0	457
Lawrence/Lowell	39.1	21.7	35.6	8.9	434
Fall River/New Bedford	37.3	16.0	34.0	12.0	415
Total	35.6	22.4	44.2	10.3	2582

Source: 1998 Massachusetts Adult Tobacco Survey.

**1995 Table 9-B
Reactions to ETS - Current Non-Smokers**

	Would use restaurants more if smokefree (%)	Would use bars more if smokefree (%)	Avoided a smoky place (%)	Avoided a smokefree place (%)	Prefers formal policies (%)	Unweighted Sample Size (N)
Sex						
Male	30.9	22.7	42.5	6.1	63.8	762
Female	43.1	26.1	51.4	3.5	68.0	1050
Age Category						
18 - 24	16.9	22.7	29.9	7.6	50.2	163
25 - 44	43.5	30.0	57.0	5.2	77.7	799
45 - 64	45.9	27.5	47.7	2.9	66.5	453
65 or Older	22.8	6.8	33.0	4.0	44.3	392
Race/Ethnicity						
White Non-Hispanic	36.2	26.1	47.6	4.1	65.9	1411
Black Non-Hispanic	33.0	22.9	54.8	3.8	68.6	124
Hispanic	55.3	14.9	59.5	22.3	67.9	134
Asian and Other	52.0	22.4	22.0	2.5	70.5	62
Education Level						
Less Than HS	20.8	13.0	31.0	8.9	28.9	217
High School	37.0	15.4	43.9	1.5	57.3	524
Some College	36.3	21.7	39.4	8.0	65.7	424
BA or Higher	42.8	34.1	58.8	3.9	78.8	619
Urban Region						
Boston	35.3	29.5	43.3	7.1	68.2	281
Springfield	33.4	19.3	37.4	6.8	58.3	314
Worcester	35.4	23.3	39.7	2.7	56.0	327
Lawrence/Lowell	40.0	24.4	47.0	3.0	58.2	275
Fall River/New Bedford	43.4	20.9	39.4	5.9	51.8	338
Total	37.7	24.6	47.4	4.7	66.1	1812

Source: 1995 Massachusetts Adult Tobacco Survey

**1996 Table 9-B
Reactions to ETS - Current Non-Smokers**

	Would use restaurants more if smokefree (%)	Would use bars more if smokefree (%)	Avoided a smoky place (%)	Avoided a smokefree place (%)	Prefers formal policies (%)	Unweighted Sample Size (N)
Sex						
Male	28.7	15.8	32.7	2.3	60.5	800
Female	49.5	26.2	53.0	3.3	70.1	1177
Age Category						
18 - 24	40.5	36.9	39.5	1.8	63.3	211
25 - 44	39.2	26.6	48.3	4.5	76.2	841
45 - 64	42.9	16.6	46.3	2.1	71.1	502
65 or Older	34.1	6.0	33.2	1.5	34.1	414
Race/Ethnicity						
White Non-Hispanic	38.0	20.5	44.0	3.1	66.6	1548
Black Non-Hispanic	42.3	22.9	42.4	1.5	69.2	154
Hispanic	59.9	29.5	42.5	2.5	57.6	157
Asian and Other	57.9	35.7	48.5	.8	63.5	63
Education Level						
Less Than HS	41.3	14.5	40.4	6.8	42.9	221
High School	39.7	13.5	38.9	1.8	49.6	602
Some College	36.9	23.3	40.0	1.6	66.6	484
BA or Higher	42.0	26.1	49.6	3.8	78.2	650
Urban Region						
Boston	40.0	30.7	45.5	6.1	65.8	303
Springfield	34.2	16.4	34.5	5.0	58.0	372
Worcester	35.6	24.4	42.4	2.2	64.5	328
Lawrence/Lowell	43.9	26.9	44.0	4.0	61.4	322
Fall River/New Bedford	40.1	20.0	32.6	3.3	59.2	302
Total	40.0	21.5	43.9	2.9	65.9	1977

Source: 1996 Massachusetts Adult Tobacco Survey

**1997 Table 9-B
Reactions to ETS - Current Non-Smokers**

	Would use restaurants more if smokefree (%)	Would use bars more if smokefree (%)	Avoided a smoky place (%)	Avoided a smokefree place (%)	Unweighted Sample Size (N)
Sex					
Male	33.5	19.8	38.7	4.3	1028
Female	41.9	24.9	47.7	3.1	1371
Age Category					
18 - 24	28.8	29.0	36.0	4.4	241
25 - 44	43.3	29.3	49.6	2.4	1024
45 - 64	38.3	16.5	47.6	4.3	662
65 or Older	28.6	11.4	23.8	4.9	454
Race/Ethnicity					
White Non-Hispanic	37.0	21.5	43.8	3.3	1892
Black Non-Hispanic	36.6	31.4	47.9	2.8	170
Hispanic	46.5	31.9	47.4	5.2	211
Asian and Other	49.2	31.7	35.3	11.8	51
Education Level					
Less Than HS	45.5	22.9	32.6	3.9	261
High School	32.8	13.0	36.9	3.2	746
Some College	29.4	17.9	38.6	3.0	575
BA or Higher	44.9	31.4	52.4	3.9	797
Urban Region					
Boston	43.4	29.4	48.5	5.8	335
Springfield	38.3	24.6	41.0	4.9	458
Worcester	38.2	20.6	41.8	3.0	393
Lawrence/Lowell	39.1	22.8	43.0	4.3	406
Fall River/New Bedford	41.2	19.6	40.2	2.1	392
Total	38.1	22.6	43.8	3.6	2399

Source: 1997 Massachusetts Adult Tobacco Survey

1998 Table 9-B
Reactions to ETS - Current Non-Smokers

	Would use restaurants more if smokefree (%)	Would use bars more if smokefree (%)	Avoided a smoky place (%)	Avoided a smokefree place (%)	Unweighted Sample Size (N)
Sex					
Male	40.7	21.5	48.7	2.6	819
Female	44.3	32.1	53.1	6.5	1208
Age Category					
18 - 24	34.9	25.7	37.3	8.2	193
25 - 44	39.6	34.2	50.8	5.1	914
45 - 64	52.0	28.7	58.8	3.1	545
65 or Older	33.1	4.8	41.4	4.8	365
Race/Ethnicity					
White Non-Hispanic	42.8	27.6	50.5	4.5	1579
Black Non-Hispanic	41.7	33.3	52.0	0	143
Hispanic	50.0	21.6	62.2	5.4	184
Asian and Other	30.3	24.2	48.1	6.1	68
Education Level					
Less Than HS	20.9	9.3	28.6	2.3	217
High School	39.0	26.4	43.1	9.7	564
Some College	45.4	25.8	48.1	4.7	531
BA or Higher	43.6	29.9	59.5	2.5	691
Urban Region					
Boston	37.2	29.5	51.3	10.3	283
Springfield	45.5	18.2	45.5	4.5	324
Worcester	42.1	21.1	42.1	5.3	354
Lawrence/Lowell	47.2	27.0	43.2	2.8	343
Fall River/New Bedford	46.2	21.1	42.1	5.1	310
Total	42.6	27.1	51.0	4.7	2028

Source: 1998 Massachusetts Adult Tobacco Survey.

Use of Promotional Items

**1995 Table 10-A
Adult Use of Promotional Items**

	Has Seen a Catalog (%)	Has a Catalog (%)	Owns an Item (%)	Got Item thru Mail Order (%)	Unweighted Sample Size (N)
Sex					
Male	62.3	13.1	22.1	28.8	1022
Female	43.9	6.3	16.1	30.7	1334
Age Category					
18 - 24	75.0	18.8	32.8	26.4	218
25 - 44	51.3	9.3	20.1	30.8	1095
45 - 64	56.3	9.0	18.1	33.0	598
65 or Older	27.6	2.1	4.0	5.7	438
Race/Ethnicity					
White Non-Hispanic	53.5	8.4	19.3	31.1	1847
Black Non-Hispanic	43.6	2.4	14.4	15.6	160
Hispanic	45.8	19.3	6.3	36.3	167
Asian and Other	57.1	21.8	21.1	--	71
Education Level					
Less Than HS	50.9	15.3	23.3	28.5	298
High School	59.8	14.3	25.6	39.3	748
Some College	56.9	12.6	19.6	25.2	566
BA or Higher	43.5	2.5	11.4	21.2	707
Smoking Status					
Not a current smoker	45.4	5.0	12.7	15.5	1812
Current Smoker	80.4	27.8	44.1	47.1	544
Urban Region					
Boston	54.2	7.4	15.4	25.4	376
Springfield	54.2	7.5	14.6	23.4	389
Worcester	57.3	11.1	19.6	28.0	426
Lawrence/Lowell	48.8	11.1	15.4	31.3	370
Fall River/New Bedford	60.2	14.6	22.6	34.9	385
Total	52.1	9.3	18.8	29.7	2356

Source: 1995 Massachusetts Adult Tobacco Survey

**1996 Table 10-A
Adult Use of Promotional Items**

	Has Seen a Catalog (%)	Has a Catalog (%)	Owns an Item (%)	Got Item thru Mail Order (%)	Unweighted Sample Size (N)
Sex					
Male	61.6	10.8	24.2	32.0	1064
Female	48.0	5.7	10.5	27.1	1509
Age Category					
18 - 24	79.5	17.1	28.6	17.7	299
25 - 44	59.1	10.5	22.1	30.6	1158
45 - 64	45.2	3.4	10.2	35.8	643
65 or Older	36.6	2.3	5.8	67.3	463
Race/Ethnicity					
White Non-Hispanic	54.7	7.5	16.3	33.1	2031
Black Non-Hispanic	52.3	3.6	4.6	7.4	194
Hispanic	73.5	23.0	34.5	23.9	196
Asian and Other	28.8	1.6	8.1	35.6	78
Education Level					
Less Than HS	61.6	11.9	18.6	57.3	313
High School	63.4	14.3	22.8	37.4	830
Some College	55.7	7.1	21.7	17.9	658
BA or Higher	45.1	3.3	8.7	28.9	747
Smoking Status					
Not a current smoker	47.5	4.0	12.6	16.1	1977
Current Smoker	83.2	25.5	34.7	52.1	596
Urban Region					
Boston	52.8	6.8	11.2	35.0	389
Springfield	61.6	6.8	16.5	20.3	477
Worcester	55.9	13.6	18.9	28.6	442
Lawrence/Lowell	54.0	8.5	14.1	42.6	418
Fall River/New Bedford	68.4	13.0	23.9	41.2	421
Total	54.2	8.0	16.8	30.3	2573

Source: 1996 Massachusetts Adult Tobacco Survey

**1997 Table 10-A
Adult Use of Promotional Items**

	Owens an Item (%)	Got Item thru Mail Order (%)	Unweighted Sample Size (N)
Sex			
Male	22.0	33.5	1356
Female	11.1	42.0	1752
Age Category			
18 - 24	18.3	14.3	329
25 - 44	20.2	41.5	1392
45 - 64	13.7	42.5	855
65 or Older	6.2	11.1	513
Race/Ethnicity			
White Non-Hispanic	17.0	37.5	2475
Black Non-Hispanic	7.1	14.3	209
Hispanic	9.2	7.7	259
Asian and Other	9.0	57.1	71
Education Level			
Less Than HS	15.3	48.1	363
High School	21.0	40.1	1030
Some College	19.3	44.0	771
BA or Higher	10.9	22.2	919
Smoking Status			
Not a current smoker	11.2	25.3	2399
Current Smoker	34.9	51.6	709
Urban Region			
Boston	13.9	39.5	447
Springfield	22.1	29.4	592
Worcester	18.4	33.3	508
Lawrence/Lowell	16.5	29.4	516
Fall River/New Bedford	22.4	48.1	514
Total	16.0	36.9	3108

Source: 1997 Massachusetts Adult Tobacco Survey

1998 Table 10-A
Adult Use of Promotional Items

	Owns an Item (%)	Got Item thru Mail Order (%)	Unweighted Sample Size (N)
Sex			
Male	18.1	24.3	1050
Female	10.6	45.3	1531
Age Category			
18 - 24	23.9	20.6	262
25 - 44	16.9	38.9	1204
45 - 64	11.4	33.3	686
65 or Older	5.1	21.1	415
Race/Ethnicity			
White Non-Hispanic	14.5	32.9	2020
Black Non-Hispanic	11.8	33.3	180
Hispanic	5.7	42.9	238
Asian and Other	10.3	40.0	82
Education Level			
Less Than HS	20.0	24.2	308
High School	18.2	43.9	790
Some College	19.9	24.5	664
BA or Higher	4.6	20.0	783
Smoking Status			
Not a current smoker	9.0	15.3	2028
Current Smoker	36.8	53.0	554
Urban Region			
Boston	12.6	41.7	346
Springfield	18.3	33.3	425
Worcester	17.0	33.3	457
Lawrence/Lowell	19.8	41.2	434
Fall River/New Bedford	20.4	45.0	415
Total	13.9	33.0	2582

Source: 1998 Massachusetts Adult Tobacco Survey.

1995 Table 10-B
Adult Use of Promotional Items - Current Non-Smokers

	Has Seen a Catalog (%)	Has a Catalog (%)	Owns an Item (%)	Got Item thru Mail Order (%)	Unweighted Sample Size (N)
Sex					
Male	55.3	7.2	16.3	15.7	762
Female	37.5	3.1	9.9	15.3	1050
Age Category					
18 - 24	69.5	11.2	25.1	10.4	163
25 - 44	43.7	3.9	12.3	14.2	799
45 - 64	50.0	6.0	13.9	24.2	453
65 or Older	26.7	2.1	3.9	--	392
Race/Ethnicity					
White Non-Hispanic	47.0	4.6	14.7	16.0	1411
Black Non-Hispanic	32.9	1.5	5.9	--	124
Hispanic	45.6	17.4	2.9	7.5	134
Asian and Other	46.7	1.5	.4	--	62
Education Level					
Less Than HS	43.0	1.3	17.8	3.9	217
High School	50.5	7.0	16.2	16.8	524
Some College	50.1	10.4	15.7	20.1	424
BA or Higher	39.4	1.4	8.5	13.6	619
Urban Region					
Boston	47.1	2.5	7.8	2.3	281
Springfield	47.8	5.6	10.3	15.1	314
Worcester	51.4	6.4	11.8	5.0	327
Lawrence/Lowell	40.3	5.5	10.1	24.2	275
Fall River/New Bedford	51.6	9.6	15.3	12.2	338
Total	45.4	5.0	12.7	15.5	1812

Source: 1995 Massachusetts Adult Tobacco Survey

1996 Table 10-B
Adult Use of Promotional Items - Current Non-Smokers

	Has Seen a Catalog (%)	Has a Catalog (%)	Owens an Item (%)	Got Item thru Mail Order (%)	Unweighted Sample Size (N)
Sex					
Male	54.9	6.6	19.9	20.6	800
Female	41.7	1.9	6.6	4.9	1177
Age Category					
18 - 24	76.2	9.3	20.0	2.7	211
25 - 44	52.8	4.0	16.8	10.9	841
45 - 64	39.9	3.3	8.8	22.4	502
65 or Older	31.2	1.5	5.7	66.2	414
Race/Ethnicity					
White Non-Hispanic	47.7	4.0	12.4	18.4	1548
Black Non-Hispanic	50.5	1.1	.8	0	154
Hispanic	60.9	5.6	23.8	1.7	157
Asian and Other	30.4	1.0	5.3	20.7	63
Education Level					
Less Than HS	51.6	5.1	13.0	37.3	221
High School	56.8	7.2	14.7	17.5	602
Some College	47.8	3.1	18.5	7.8	484
BA or Higher	41.3	2.5	7.8	22.2	650
Urban Region					
Boston	46.3	3.7	6.1	11.8	303
Springfield	55.1	4.5	10.8	10.3	372
Worcester	45.6	5.6	10.3	12.9	328
Lawrence/Lowell	46.1	4.1	7.7	22.3	322
Fall River/New Bedford	60.6	7.0	16.9	21.9	302
Total	47.5	4.0	12.6	16.1	1977

Source: 1996 Massachusetts Adult Tobacco Survey

1997 Table 10-B
Adult Use of Promotional Items - Current Non-Smokers

	Owens an Item (%)	Got Item thru Mail Order (%)	Unweighted Sample Size (N)
Sex			
Male	16.8	21.5	1028
Female	6.7	32.3	1371
Age Category			
18 - 24	16.9	5.4	241
25 - 44	12.8	34.0	1024
45 - 64	10.6	24.1	662
65 or Older	4.3	10.5	454
Race/Ethnicity			
White Non-Hispanic	11.8	25.9	1892
Black Non-Hispanic	7.1	--	170
Hispanic	7.8	--	211
Asian and Other	5.9	50.0	51
Education Level			
Less Than HS	8.6	50.0	261
High School	16.7	29.8	746
Some College	11.8	29.2	575
BA or Higher	8.2	13.6	797
Urban Region			
Boston	9.0	25.0	335
Springfield	13.3	25.0	458
Worcester	10.4	14.3	393
Lawrence/Lowell	12.9	25.0	406
Fall River/New Bedford	15.6	33.3	392
Total	11.2	25.3	2399

Source: 1997 Massachusetts Adult Tobacco Survey

1998 Table 10-B Adult Use of Promotional Items - Current Non-Smokers				
	Owens an Item (%)	Got Item thru Mail Order (%)	Unweighted Sample Size (N)	
Sex				
Male	13.0	11.4	819	
Female	5.8	21.2	1208	
Age Category				
18 - 24	18.4	5.6	193	
25 - 44	11.8	25.5	914	
45 - 64	7.1	4.1	545	
65 or Older	1.7	0	365	
Race/Ethnicity				
White Non-Hispanic	9.4	14.3	1579	
Black Non-Hispanic	4.8	0	143	
Hispanic	5.0	25.0	184	
Asian and Other	5.0	100.0	68	
Education Level				
Less Than HS	15.9	11.8	217	
High School	8.7	28.9	564	
Some College	16.2	11.2	531	
BA or Higher	3.5	12.9	691	
Urban Region				
Boston	8.0	30.8	283	
Springfield	10.9	20.0	324	
Worcester	10.0	20.0	354	
Lawrence/Lowell	13.7	27.3	343	
Fall River/New Bedford	13.7	30.0	310	
Total	9.0	15.3	2028	

Attitude Toward Teen Smoking

**1995 Table 11-A
Attitude Toward Teen Smoking**

	Disapproves of Teen Smoking (%)	Disapproves of Teen Becoming Adult Smoker (%)	Believes Tobacco Companies Use Ads to Recruit Teens (%)	Easy for Teens to Buy Tobacco (%)	More Should Be Done to Reduce Access (%)	Unweighted Sample Size (N)
Sex						
Male	74.5	83.4	79.7	79.8	69.9	1022
Female	83.8	90.6	71.3	74.9	69.5	1334
Age Category						
18 - 24	65.2	75.1	66.5	89.1	63.1	218
25 - 44	81.0	90.6	74.4	76.4	71.8	1095
45 - 64	79.2	86.4	80.0	80.7	70.6	598
65 or Older	88.1	89.8	74.9	59.9	66.5	438
Race/Ethnicity						
White Non-Hispanic	79.4	86.8	76.1	76.3	69.0	1847
Black Non-Hispanic	89.8	93.4	64.0	82.9	77.8	160
Hispanic	80.8	95.8	81.3	70.1	70.7	167
Asian and Other	75.0	80.8	63.1	87.2	61.8	71
Education Level						
Less Than HS	73.3	78.1	64.7	72.7	69.4	298
High School	76.5	81.1	70.8	71.5	64.3	748
Some College	82.9	90.1	73.7	78.1	70.9	566
BA or Higher	81.0	92.8	82.5	81.3	74.0	707
Smoking Status						
Not a current smoker	84.3	90.8	79.1	80.5	74.5	1812
Current Smoker	59.5	72.7	58.3	62.9	49.0	544
Urban Region						
Boston	78.3	88.4	74.6	82.8	76.0	376
Springfield	85.3	89.2	71.6	78.4	75.4	389
Worcester	86.3	87.5	77.4	82.7	79.3	426
Lawrence/Lowell	86.9	87.4	74.9	74.3	68.7	370
Fall River/New Bedford	80.2	83.2	64.8	72.4	68.0	385
Total	79.6	87.4	75.0	77.1	69.6	2356

Source: 1995 Massachusetts Adult Tobacco Survey

**1996 Table 11-A
Attitude Toward Teen Smoking**

	Disapproves of Teen Smoking (%)	Disapproves of Teen Becoming Adult Smoker (%)	Believes Tobacco Companies Use Ads to Recruit Teens (%)	Easy for Teens to Buy Tobacco (%)	More Should Be Done to Reduce Access (%)	Unweighted Sample Size (N)
Sex						
Male	76.9	85.2	74.7	73.7	63.3	1064
Female	87.9	94.7	80.6	70.5	69.3	1509
Age Category						
18 - 24	62.7	86.7	73.3	69.6	71.0	299
25 - 44	86.2	90.8	75.3	73.3	69.5	1158
45 - 64	88.4	93.0	80.5	72.1	63.8	643
65 or Older	80.9	87.0	85.3	73.2	62.7	463
Race/Ethnicity						
White Non-Hispanic	82.5	90.2	78.3	71.5	64.1	2031
Black Non-Hispanic	86.4	93.7	78.2	79.3	84.4	194
Hispanic	75.8	91.3	75.0	75.8	83.0	196
Asian and Other	86.6	85.6	61.0	72.2	75.4	78
Education Level						
Less Than HS	81.9	81.6	78.1	68.6	71.5	313
High School	81.0	89.6	71.1	68.2	67.7	830
Some College	82.0	90.7	78.9	75.0	69.2	658
BA or Higher	85.1	92.1	82.5	73.0	63.2	747
Smoking Status						
Not a current smoker	86.5	92.6	79.1	74.4	68.7	1977
Current Smoker	67.7	81.3	72.9	61.9	58.0	596
Urban Region						
Boston	79.8	89.0	75.5	76.0	80.3	389
Springfield	83.0	90.6	74.5	70.0	74.9	477
Worcester	78.2	85.3	80.1	76.7	75.0	442
Lawrence/Lowell	82.0	89.9	76.4	73.8	72.1	418
Fall River/New Bedford	83.0	84.8	74.8	75.7	77.1	421
Total	82.9	90.4	77.9	71.9	66.6	2573

Source: 1996 Massachusetts Adult Tobacco Survey



**1997 Table 11-A
Attitude Toward Teen Smoking**

	Disapproves of Teen Smoking (%)	Disapproves of Teen Becoming Adult Smoker (%)	Believes Tobacco Companies Use Ads to Recruit Teens (%)	Easy for Teens to Buy Tobacco (%)	More Should Be Done to Reduce Access (%)	Unweighted Sample Size (N)
Sex						
Male	74.3	80.6	78.1	63.0	54.4	1356
Female	87.4	93.4	79.7	68.5	67.6	1752
Age Category						
18 - 24	59.2	79.6	74.8	79.8	71.1	329
25 - 44	81.3	86.6	79.8	66.5	63.6	1392
45 - 64	85.4	89.7	78.7	64.8	57.7	855
65 or Older	89.9	91.0	80.7	54.5	56.6	513
Race/Ethnicity						
White Non-Hispanic	80.8	87.0	79.7	64.6	59.4	2475
Black Non-Hispanic	84.5	95.2	74.1	73.7	82.9	209
Hispanic	89.0	88.3	64.3	72.8	71.7	259
Asian and Other	84.9	94.5	78.9	87.0	87.3	71
Education Level						
Less Than HS	85.3	89.4	62.2	70.4	71.2	363
High School	80.4	86.7	72.5	60.2	60.7	1030
Some College	81.5	87.3	77.0	68.2	57.1	771
BA or Higher	81.9	88.0	86.7	67.7	63.6	919
Smoking Status						
Not a current smoker	84.9	91.0	82.8	69.8	66.2	2399
Current Smoker	68.6	74.2	64.2	51.7	43.9	709
Urban Region						
Boston	80.5	84.8	77.5	69.2	72.5	447
Springfield	81.6	88.0	74.3	66.2	64.0	592
Worcester	84.7	89.4	80.0	74.3	75.0	508
Lawrence/Lowell	82.1	89.2	78.2	66.4	61.8	516
Fall River/New Bedford	82.0	87.0	73.3	66.4	66.1	514
Total	81.5	87.6	79.0	66.0	61.6	3108

Source: 1997 Massachusetts Adult Tobacco Survey

**1998 Table 11-A
Attitude Toward Teen Smoking**

	Disapproves of Teen Smoking (%)	Disapproves of Teen Becoming Adult Smoker (%)	Believes Tobacco Companies Use Ads to Recruit Teens (%)	Easy for Teens to Buy Tobacco (%)	More Should Be Done to Reduce Access (%)	Unweighted Sample Size (N)
Sex						
Male	81.8	89.4	80.8	70.0	65.2	1050
Female	86.1	94.2	78.6	59.3	61.4	1531
Age Category						
18 - 24	56.0	81.0	69.7	60.2	68.1	262
25 - 44	84.2	92.9	77.0	64.9	64.0	1204
45 - 64	87.9	93.3	86.5	70.0	61.9	686
65 or Older	95.0	94.8	77.7	51.7	60.4	415
Race/Ethnicity						
White Non-Hispanic	83.4	92.1	79.9	64.7	61.4	2020
Black Non-Hispanic	90.8	96.0	83.6	69.3	82.4	180
Hispanic	93.3	94.3	77.6	64.3	86.9	238
Asian and Other	81.2	86.8	69.2	54.1	52.2	82
Education Level						
Less Than HS	70.2	76.9	66.0	58.6	59.1	308
High School	84.7	90.8	73.1	60.6	57.4	790
Some College	81.5	93.9	81.1	66.2	65.9	664
BA or Higher	87.7	93.7	85.3	65.7	66.2	783
Smoking Status						
Not a current smoker	87.6	95.3	83.2	66.5	66.7	2028
Current Smoker	68.4	77.1	62.4	54.1	47.1	554
Urban Region						
Boston	83.8	90.9	77.8	69.6	70.0	346
Springfield	81.7	86.7	71.9	66.1	70.2	425
Worcester	84.6	88.2	78.0	71.4	66.7	457
Lawrence/Lowell	81.1	88.9	77.0	65.8	69.8	434
Fall River/New Bedford	85.7	87.8	74.2	64.2	63.2	415
Total	84.2	92.0	79.6	64.3	63.2	2582

Source: 1998 Massachusetts Adult Tobacco Survey.



1995 Table 11-B
Attitude Toward Teen Smoking - Current Non-Smokers

	Disapproves of Teen Smoking (%)	Disapproves of Teen Becoming Adult Smoker (%)	Believes Tobacco Companies Use Ads to Recruit Teens (%)	Easy for Teens to Buy Tobacco (%)	More Should Be Done to Reduce Access (%)	Unweighted Sample Size (N)
Sex						
Male	81.3	89.1	83.2	81.2	73.5	762
Female	86.7	92.2	75.8	79.9	75.2	1050
Age Category						
18 - 24	84.4	85.8	74.7	93.6	77.4	163
25 - 44	82.8	93.4	77.8	79.0	75.3	799
45 - 64	82.8	89.4	83.3	86.9	74.9	453
65 or Older	90.8	89.6	78.7	62.6	69.2	392
Race/Ethnicity						
White Non-Hispanic	83.9	89.7	79.7	79.5	73.2	1411
Black Non-Hispanic	91.0	93.7	68.0	88.5	76.6	124
Hispanic	84.7	98.3	84.8	74.0	69.9	134
Asian and Other	90.2	96.7	77.6	90.7	82.9	62
Education Level						
Less Than HS	78.5	83.2	73.8	81.3	76.2	217
High School	82.7	84.9	73.7	75.5	72.6	524
Some College	88.9	94.4	80.5	83.8	76.6	424
BA or Higher	83.7	94.2	83.0	81.2	74.3	619
Urban Region						
Boston	83.1	91.9	79.3	86.9	81.9	281
Springfield	89.5	92.9	75.7	80.3	77.6	314
Worcester	90.0	91.4	83.5	85.4	81.6	327
Lawrence/Lowell	90.3	89.9	79.9	77.8	70.6	275
Fall River/New Bedford	84.0	86.7	73.3	77.5	75.5	338
Total	84.3	90.8	79.1	80.5	74.5	1812

Source: 1995 Massachusetts Adult Tobacco Survey

1996 Table 11-B
Attitude Toward Teen Smoking - Current Non-Smokers

	Disapproves of Teen Smoking (%)	Disapproves of Teen Becoming Adult Smoker (%)	Believes Tobacco Companies Use Ads to Recruit Teens (%)	Easy for Teens to Buy Tobacco (%)	More Should Be Done to Reduce Access (%)	Unweighted Sample Size (N)
Sex						
Male	81.4	88.5	76.0	77.0	65.3	800
Female	90.6	95.8	81.5	72.4	71.3	1177
Age Category						
18 - 24	76.0	92.1	71.0	72.0	74.6	211
25 - 44	88.1	92.5	77.6	77.4	71.8	841
45 - 64	90.1	93.8	81.0	74.6	67.1	502
65 or Older	81.9	90.0	85.1	71.7	63.6	414
Race/Ethnicity						
White Non-Hispanic	85.7	92.5	79.2	74.5	66.8	1548
Black Non-Hispanic	89.1	94.8	80.5	78.9	84.8	154
Hispanic	93.9	96.8	72.4	75.5	89.5	157
Asian and Other	84.7	83.4	70.7	65.6	68.7	63
Education Level						
Less Than HS	86.7	90.7	76.3	72.5	71.4	221
High School	86.3	93.4	73.1	70.9	70.0	602
Some College	86.4	92.8	78.0	75.9	72.8	484
BA or Higher	86.7	92.2	83.9	75.7	65.1	650
Urban Region						
Boston	83.6	92.3	77.8	78.8	82.6	303
Springfield	84.4	91.5	77.5	74.5	78.8	372
Worcester	83.3	88.3	85.4	81.9	81.4	328
Lawrence/Lowell	87.6	92.6	78.1	75.9	74.7	322
Fall River/New Bedford	85.1	89.9	76.4	80.7	80.1	302
Total	86.5	92.6	79.1	74.4	68.7	1977

Source: 1996 Massachusetts Adult Tobacco Survey

**1997 Table 11-B
Attitude Toward Teen Smoking - Current Non-Smokers**

	Disapproves of Teen Smoking (%)	Disapproves of Teen Becoming Adult Smoker (%)	Believes Tobacco Companies Use Ads to Recruit Teens (%)	Easy for Teens to Buy Tobacco (%)	More Should Be Done to Reduce Access (%)	Unweighted Sample Size (N)
Sex						
Male	78.8	85.2	80.9	65.0	59.1	1028
Female	89.7	95.7	84.3	73.7	71.8	1371
Age Category						
18 - 24	65.1	81.7	78.1	84.6	80.6	241
25 - 44	84.7	90.4	84.0	71.3	68.0	1024
45 - 64	87.9	94.0	82.5	67.8	61.7	662
65 or Older	90.8	92.0	83.6	59.6	60.9	454
Race/Ethnicity						
White Non-Hispanic	84.3	90.7	84.1	68.6	64.3	1892
Black Non-Hispanic	91.3	97.1	72.7	78.4	82.4	170
Hispanic	90.3	88.7	65.2	73.2	70.5	211
Asian and Other	88.7	98.4	81.7	87.8	91.8	51
Education Level						
Less Than HS	90.2	95.0	66.1	72.6	80.2	261
High School	83.4	89.8	75.5	66.3	65.8	746
Some College	85.6	93.3	83.2	72.6	64.9	575
BA or Higher	84.8	90.0	88.5	70.1	65.3	797
Urban Region						
Boston	85.9	88.4	79.8	72.5	77.6	335
Springfield	85.0	91.7	77.6	69.0	66.1	458
Worcester	88.1	95.4	83.1	76.2	78.5	393
Lawrence/Lowell	84.4	92.2	80.9	70.7	64.8	406
Fall River/New Bedford	84.0	90.4	78.3	68.2	68.5	392
Total	84.9	91.0	82.8	69.8	66.2	2399

Source: 1997 Massachusetts Adult Tobacco Survey

1998 Table 11-B
Attitude Toward Teen Smoking - Current Non-Smokers

	Disapproves of Teen Smoking (%)	Disapproves of Teen Becoming Adult Smoker (%)	Believes Tobacco Companies Use Ads to Recruit Teens (%)	Easy for Teens to Buy Tobacco (%)	More Should Be Done to Reduce Access (%)	Unweighted Sample Size (N)
Sex						
Male	85.0	94.0	85.5	74.2	69.4	819
Female	89.6	96.3	81.4	60.0	64.3	1208
Age Category						
18 - 24	65.8	90.3	84.7	65.4	71.6	193
25 - 44	86.2	96.1	79.4	69.0	67.8	914
45 - 64	90.9	95.7	88.4	69.1	65.9	545
65 or Older	95.6	94.9	79.9	54.6	62.2	365
Race/Ethnicity						
White Non-Hispanic	86.9	95.7	84.0	67.4	65.0	1579
Black Non-Hispanic	92.1	96.8	86.7	71.0	88.5	143
Hispanic	96.2	94.9	75.7	60.8	89.2	184
Asian and Other	85.2	90.0	70.2	54.7	55.2	68
Education Level						
Less Than HS	73.0	83.0	73.3	64.8	63.3	217
High School	89.5	94.8	78.0	64.1	63.9	564
Some College	85.0	97.2	84.2	69.5	69.1	531
BA or Higher	90.0	95.7	86.7	65.8	66.8	691
Urban Region						
Boston	86.4	93.8	80.4	71.7	75.6	283
Springfield	86.7	91.1	75.0	69.8	72.1	324
Worcester	89.7	89.7	78.9	72.2	71.1	354
Lawrence/Lowell	84.7	91.8	81.4	69.6	75.0	343
Fall River/New Bedford	91.8	90.4	78.3	66.7	69.0	310
Total	87.6	95.3	83.2	66.5	66.7	2028

Source: 1998 Massachusetts Adult Tobacco Survey.

Exposure to Media Campaign



**1995 Table 12-A
Exposure to Media**

	Aware of Mass Anti-Tobacco Campaign (%)	Saw TV Ads (%)	Heard Radio Ads (%)*	Saw Billboards (%)	Recalls Tag Line (%)	Recognizes Tag Line (%)	Unweighted Sample Size (N)
<i>Sex</i>							
Male	70.5	80.3	52.4	45.4	11.0	79.8	1022
Female	60.7	70.2	39.5	28.7	5.7	72.6	1334
<i>Age Category</i>							
18 - 24	51.3	90.9	58.5	36.1	8.2	88.0	218
25 - 44	70.7	78.9	50.6	38.5	10.3	83.5	1095
45 - 64	68.5	71.0	37.7	38.4	6.3	72.6	598
65 or Older	51.9	53.6	22.5	23.8	3.9	45.7	438
<i>Race/Ethnicity</i>							
White Non-Hispanic	67.0	74.9	44.6	36.5	7.4	76.7	1847
Black Non-Hispanic	40.7	77.4	41.7	40.3	9.6	57.6	160
Hispanic	53.9	75.2	57.7	25.7	19.5	81.2	167
Asian and Other	58.9	78.9	62.4	30.9	1.0	70.1	71
<i>Education Level</i>							
Less Than HS	38.9	73.6	39.8	36.1	1.5	63.3	298
High School	56.3	72.8	50.9	28.4	4.5	68.3	748
Some College	62.3	74.5	45.9	33.8	7.4	80.4	566
BA or Higher	79.2	77.1	44.7	44.7	13.0	82.1	707
<i>Smoking Status</i>							
Not a current smoker	65.4	72.1	41.8	34.5	8.3	73.6	1812
Current Smoker	63.9	85.9	59.4	43.1	7.0	85.3	544
<i>Urban Region</i>							
Boston	65.9	80.9	42.9	54.1	13.8	83.3	376
Springfield	62.1	75.1	46.2	33.0	6.9	71.5	389
Worcester	59.7	72.2	46.6	41.6	10.6	80.6	426
Lawrence/Lowell	59.6	75.9	47.0	29.9	7.2	73.2	370
Fall River/New Bedford	49.7	68.9	42.3	36.1	1.5	54.9	385
<i>Total</i>	65.1	74.8	45.7	36.2	8.1	75.8	2356

Source: 1995 Massachusetts Adult Tobacco Survey

* Due to an erroneous skip in the survey instrument, rates of campaign exposure via radio exist only for those who were also exposed to the TV campaign.



**1996 Table 12-A
Exposure to Media**

	Aware of Mass Anti-Tobacco Campaign (%)	Saw TV Ads (%)	Heard Radio Ads (%)*	Saw Billboards (%)	Recalls Tag Line (%)	Recognizes Tag Line (%)	Unweighted Sample Size (N)
Sex							
Male	71.0	82.7	43.3	47.1	7.4	82.5	1064
Female	65.1	75.5	28.8	28.0	6.4	77.7	1509
Age Category							
18 - 24	65.5	91.6	35.3	59.6	5.5	91.5	299
25 - 44	73.1	83.4	38.0	36.0	9.1	84.0	1158
45 - 64	71.3	77.3	35.9	36.7	7.2	80.1	643
65 or Older	46.7	56.6	22.8	18.8	.8	55.5	463
Race/Ethnicity							
White Non-Hispanic	68.1	78.7	34.9	35.6	6.8	80.7	2031
Black Non-Hispanic	72.2	76.6	49.2	45.4	5.0	75.4	194
Hispanic	56.7	90.9	48.0	59.2	12.4	78.4	196
Asian and Other	76.6	72.6	13.1	23.8	5.5	63.3	78
Education Level							
Less Than HS	37.2	66.7	35.0	24.2	6.1	61.7	313
High School	52.9	73.3	30.4	34.1	2.4	73.9	830
Some College	64.7	78.7	39.2	40.3	10.7	80.7	658
BA or Higher	85.4	85.1	37.3	38.2	7.6	86.6	747
Smoking Status							
Not a current smoker	67.1	77.1	30.7	34.6	6.7	78.2	1977
Current Smoker	70.7	85.9	54.6	45.7	7.5	87.0	596
Urban Region							
Boston	65.9	76.8	42.8	46.2	8.0	80.2	389
Springfield	64.1	77.4	38.2	31.3	5.0	76.1	477
Worcester	61.4	75.7	42.4	37.1	7.9	80.1	442
Lawrence/Lowell	56.4	77.4	35.5	29.9	6.9	77.4	418
Fall River/New Bedford	56.2	74.1	39.6	34.3	4.7	66.7	421
Total	67.8	78.8	35.8	36.8	6.8	79.9	2573

Source: 1996 Massachusetts Adult Tobacco Survey

* Due to an erroneous skip in the survey instrument, rates of campaign exposure via radio exist only for those who were also exposed to the TV campaign.



**1997 Table 12-A
Exposure to Media**

	Aware of Mass Anti-Tobacco Campaign (%)	Saw TV Ads (%)	Heard Radio Ads (%)*	Saw Billboards (%)	Recalls Tag Line (%)	Recognizes Tag Line (%)	Unweighted Sample Size (N)
Sex							
Male	72.0	81.1	43.9	34.1	9.8	82.9	1356
Female	66.1	77.3	39.4	28.0	10.3	75.6	1752
Age Category							
18 - 24	49.0	90.8	55.2	34.0	11.9	86.8	329
25 - 44	70.5	85.2	45.3	33.0	11.6	86.5	1392
45 - 64	72.6	75.0	35.8	29.9	10.4	71.7	855
65 or Older	68.2	58.1	22.5	23.9	3.4	62.2	513
Race/Ethnicity							
White Non-Hispanic	70.4	79.3	41.3	30.3	10.5	80.7	2475
Black Non-Hispanic	50.6	77.1	41.3	28.0	2.4	79.8	209
Hispanic	47.2	75.6	43.8	28.3	9.6	54.7	259
Asian and Other	66.7	84.0	46.0	35.6	7.8	65.4	71
Education Level							
Less Than HS	44.4	53.1	39.3	30.8	7.5	55.6	363
High School	54.2	77.7	39.5	28.3	6.0	74.3	1030
Some College	71.5	82.1	43.8	30.8	10.1	84.6	771
BA or Higher	80.1	81.3	41.5	32.0	13.3	81.8	919
Smoking Status							
Not a current smoker	69.4	78.1	37.0	31.1	9.9	78.1	2399
Current Smoker	66.5	82.7	58.2	29.6	10.8	82.2	709
Urban Region							
Boston	64.9	76.9	39.3	40.6	10.7	81.1	447
Springfield	63.2	78.7	39.0	29.3	6.7	70.7	592
Worcester	58.1	70.6	45.8	35.7	8.2	78.8	508
Lawrence/Lowell	64.3	81.1	42.7	30.0	8.1	78.6	516
Fall River/New Bedford	56.6	74.0	40.0	35.5	3.2	63.4	514
Total	68.8	79.1	41.5	30.8	10.1	78.9	3108

Source: 1997 Massachusetts Adult Tobacco Survey

* Due to an erroneous skip in the survey instrument, rates of campaign exposure via radio exist only for those who were also exposed to the TV campaign.

1998 Table 12-A
Exposure to Media

	Aware of Mass Anti-Tobacco Campaign (%)	Saw TV Ads (%)	Heard Radio Ads (%)*	Saw Billboards (%)	Recalls Tag Line (%)	Recognizes Tag Line (%)	Unweighted Sample Size (N)
Sex							
Male	73.7	79.7	46.0	28.5	8.2	74.2	1050
Female	63.5	73.5	32.3	27.1	4.7	80.2	1531
Age Category							
18 - 24	64.4	86.9	58.9	44.1	8.3	76.6	262
25 - 44	71.3	83.3	41.4	31.0	8.7	82.5	1204
45 - 64	72.2	71.3	32.6	23.4	3.5	77.5	686
65 or Older	51.8	59.5	28.4	14.2	5.4	61.5	415
Race/Ethnicity							
White Non-Hispanic	70.3	76.9	36.9	25.3	6.6	78.7	2020
Black Non-Hispanic	40.0	68.0	26.7	41.4	4.0	80.0	180
Hispanic	41.6	79.6	62.2	52.8	8.1	57.4	238
Asian and Other	55.9	58.2	37.9	46.2	1.5	59.0	82
Education Level							
Less Than HS	46.3	73.3	33.7	31.5	11.4	75.3	308
High School	54.0	72.6	37.4	26.1	2.3	71.9	790
Some College	72.3	82.9	47.4	29.2	6.8	83.2	664
BA or Higher	78.3	74.1	30.2	27.5	8.3	76.8	783
Smoking Status							
Not a current smoker	66.7	73.5	34.1	27.1	7.1	75.9	2028
Current Smoker	73.9	87.9	53.1	31.0	2.7	83.8	554
Urban Region							
Boston	65.0	74.7	33.0	34.1	11.8	73.1	346
Springfield	62.1	77.6	40.0	35.7	3.4	71.4	425
Worcester	62.3	73.1	37.0	36.0	5.7	72.0	457
Lawrence/Lowell	60.0	77.8	52.3	31.8	6.8	77.8	434
Fall River/New Bedford	54.2	69.1	41.7	28.6	5.1	62.0	415
Total	67.9	76.1	37.7	27.8	6.4	77.3	2582

Source: 1998 Massachusetts Adult Tobacco Survey.

* An error in the CATI program was corrected as of July 1, 1998 and consequently the data for this variable are for interviews conducted between July and December, 1998.

**1995 Table 12-B
Exposure to Media - Current Non-Smokers**

	Aware of Mass Anti-Tobacco Campaign (%)	Saw TV Ads (%)	Heard Radio Ads (%)*	Saw Billboards (%)	Recalls Tag Line (%)	Recognizes Tag Line (%)	Unweighted Sample Size (N)
Sex							
Male	71.3	80.4	49.7	45.9	11.7	78.7	762
Female	60.6	65.2	33.7	25.3	5.5	69.3	1050
Age Category							
18 - 24	45.0	89.0	51.0	37.5	10.1	87.8	163
25 - 44	72.8	77.1	49.4	35.3	10.6	83.9	799
45 - 64	69.4	68.3	29.8	37.9	6.5	67.1	453
65 or Older	51.8	51.6	22.5	24.3	3.9	44.7	392
Race/Ethnicity							
White Non-Hispanic	67.3	72.3	40.1	35.0	7.4	74.4	1411
Black Non-Hispanic	38.9	73.7	40.6	39.7	11.6	57.4	124
Hispanic	51.5	75.4	55.5	19.1	20.3	78.8	134
Asian and Other	53.4	73.1	56.2	39.2	1.2	68.4	62
Education Level							
Less Than HS	46.1	74.4	34.0	31.1	1.2	62.4	217
High School	53.8	66.9	42.5	25.5	4.2	59.3	524
Some College	57.1	69.6	44.5	32.5	8.4	79.7	424
BA or Higher	79.9	77.0	42.3	43.6	12.4	81.9	619
Urban Region							
Boston	63.6	78.7	38.6	48.5	15.0	80.6	281
Springfield	59.4	72.1	44.3	30.2	5.7	67.9	314
Worcester	60.1	69.3	41.8	39.9	9.3	77.6	327
Lawrence/Lowell	58.2	74.0	42.5	27.1	5.3	69.3	275
Fall River/New Bedford	50.3	65.5	40.6	32.6	.6	50.6	338
Total	65.4	72.1	41.8	34.5	8.3	73.6	1812

Source: 1995 Massachusetts Adult Tobacco Survey

* Due to an erroneous skip in the survey instrument, rates of campaign exposure via radio exist only for those who were also exposed to the TV campaign.

**1996 Table 12-B
Exposure to Media - Current Non-Smokers**

	Aware of Mass Anti- Tobacco Campaign (%)	Saw TV Ads (%)	Heard Radio Ads (%)*	Saw Billboards (%)	Recalls Tag Line (%)	Recognizes Tag Line (%)	Unweighted Sample Size (N)
Sex							
Male	70.2	81.6	38.8	43.7	7.6	81.8	800
Female	64.6	73.4	23.5	27.3	5.9	75.3	1177
Age Category							
18 - 24	66.0	90.2	21.1	46.4	2.8	87.5	211
25 - 44	72.7	83.1	31.7	35.4	10.7	83.9	841
45 - 64	70.6	76.2	34.5	37.6	5.9	78.7	502
65 or Older	46.3	54.9	22.2	20.0	.9	55.4	414
Race/Ethnicity							
White Non-Hispanic	67.8	76.7	30.3	34.2	7.0	78.6	1548
Black Non-Hispanic	71.9	73.7	48.4	40.8	5.9	73.8	154
Hispanic	43.0	88.7	36.6	45.7	2.4	71.1	157
Asian and Other	73.3	83.6	6.3	25.8	6.5	74.9	63
Education Level							
Less Than HS	37.3	63.6	40.3	19.6	1.4	52.7	221
High School	48.4	70.3	22.1	30.4	2.9	71.0	602
Some College	62.2	74.9	29.5	37.6	9.9	77.3	484
BA or Higher	84.5	84.2	34.8	37.0	7.6	85.9	650
Urban Region							
Boston	61.8	73.5	36.4	42.1	8.0	80.2	303
Springfield	63.2	76.2	36.4	30.0	4.9	74.3	372
Worcester	59.7	71.4	41.1	33.3	9.4	77.6	328
Lawrence/Lowell	57.1	74.3	34.6	27.4	6.4	75.0	322
Fall River/New Bedford	58.0	73.3	33.1	29.6	4.2	63.3	302
Total	67.1	77.1	30.7	34.6	6.7	78.2	1977

Source: 1996 Massachusetts Adult Tobacco Survey

* Due to an erroneous skip in the survey instrument, rates of campaign exposure via radio exist only for those who were also exposed to the TV campaign.

**1997 Table 12-B
Exposure to Media - Current Non-Smokers**

	Aware of Mass Anti- Tobacco Campaign (%)	Saw TV Ads (%)	Heard Radio Ads (%)*	Saw Billboards (%)	Recalls Tag Line (%)	Recognizes Tag Line (%)	Unweighted Sample Size (N)
Sex							
Male	73.2	81.2	37.7	33.9	10.6	83.6	1028
Female	66.3	75.7	36.3	28.8	9.4	73.6	1371
Age Category							
18 - 24	49.8	88.8	53.7	37.7	8.2	90.1	241
25 - 44	72.3	86.2	40.3	32.7	11.9	86.3	1024
45 - 64	71.8	74.2	31.7	30.0	11.2	70.2	662
65 or Older	67.2	55.3	20.7	25.9	2.8	61.1	454
Race/Ethnicity							
White Non-Hispanic	71.6	78.3	36.8	30.5	10.5	80.4	1892
Black Non-Hispanic	47.8	75.4	33.3	26.5	1.5	78.3	170
Hispanic	46.0	76.1	42.4	28.3	10.0	50.4	211
Asian and Other	64.2	83.1	41.5	38.1	1.5	61.2	51
Education Level							
Less Than HS	47.9	47.1	41.1	31.7	9.1	53.3	261
High School	53.0	76.8	34.0	28.4	5.2	72.4	746
Some College	71.6	80.3	38.8	30.5	7.7	84.3	575
BA or Higher	80.0	80.9	37.3	32.3	14.0	81.0	797
Urban Region							
Boston	63.8	73.8	35.7	37.8	10.2	78.2	335
Springfield	63.3	76.3	33.3	27.1	6.6	66.1	458
Worcester	57.6	66.7	44.2	32.3	7.5	75.4	393
Lawrence/Lowell	64.8	78.9	40.0	30.3	7.7	76.7	406
Fall River/New Bedford	56.4	72.3	37.9	33.3	4.3	59.6	392
Total	69.4	78.1	37.0	31.1	9.9	78.1	2399

Source: 1997 Massachusetts Adult Tobacco Survey

* Due to an erroneous skip in the survey instrument, rates of campaign exposure via radio exist only for those who were also exposed to the TV campaign.

**1998 Table 12-B
Exposure to Media - Current Non-Smokers**

	Aware of Mass Anti-Tobacco Campaign (%)	Saw TV Ads (%)	Heard Radio Ads (%)*	Saw Billboards (%)	Recalls Tag Line (%)	Recognizes Tag Line (%)	Unweighted Sample Size (N)
Sex							
Male	72.4	78.4	42.5	26.7	9.8	72.5	819
Female	62.2	69.8	28.4	27.6	5.0	79.0	1208
Age Category							
18 - 24	58.5	86.2	49.4	45.9	10.9	71.6	193
25 - 44	70.2	81.0	40.4	28.9	9.6	81.0	914
45 - 64	72.1	69.1	27.5	23.8	3.8	78.2	545
65 or Older	51.2	57.1	28.3	14.0	5.7	58.1	365
Race/Ethnicity							
White Non-Hispanic	68.7	74.3	32.9	24.3	7.5	77.2	1579
Black Non-Hispanic	39.7	68.3	18.4	41.7	3.2	82.6	143
Hispanic	43.4	76.7	63.2	59.5	6.9	55.6	184
Asian and Other	55.9	55.0	38.5	47.1	1.7	52.9	68
Education Level							
Less Than HS	36.0	72.7	30.1	29.7	14.9	76.3	217
High School	50.6	66.6	35.3	24.2	2.4	67.0	564
Some College	69.7	81.1	41.3	28.4	7.7	82.2	531
BA or Higher	78.2	72.7	29.8	27.6	8.3	76.0	691
Urban Region							
Boston	63.4	74.7	34.6	31.6	11.4	71.4	283
Springfield	59.1	75.6	34.8	35.0	4.6	66.7	324
Worcester	61.5	69.2	35.0	33.3	5.2	72.2	354
Lawrence/Lowell	58.9	76.4	50.0	28.6	6.8	77.1	343
Fall River/New Bedford	53.4	65.3	34.3	26.3	5.5	59.0	310
Total	66.7	73.5	34.1	27.1	7.1	75.9	2028

Source: 1998 Massachusetts Adult Tobacco Survey.

* An error in the CATI program was corrected as of July 1, 1998 and consequently the data for this variable are for interviews conducted between July and December, 1998.

Other Tobacco Use: Cigars

**1997 Table 13-A
Other Tobacco Use: Cigars***

	Cigar Smokers							Unweighted Sample Size (N)
	Has Friends or Relatives Who Smoke Cigars (%)	Knows Female Cigar Smokers (%)	Tried Smoking a Cigar in Past Year (%)	Smoke Pipe, Cigarillo Every Day or Some Days (%)	Smokes Cigar, Cigarillo, or Both (%)	Average # Days Smoked Cigar in Past 30 Days (%)	Average # Cigars Smoked in 1 Day of Past 30 Days (%)	Ever Inhales When Smoking Cigar (%)
Sex								
Male	40.2	4.7	28.7	12.8	11.9	2.3	1.5	51.9
Female	26.1	4.8	7.1	0.9	0.9	3.6	1.0	58.8
Age Category								
18 - 24	48.4	10.1	30.8	14.6	14.8	3.5	1.5	60.0
25 - 44	36.6	6.5	23.0	8.2	8.1	1.8	1.2	50.0
45 - 64	27.1	1.6	7.0	2.3	1.0	4.7	1.8	66.7
65 or Older	18.1	0.7	6.8	2.1	1.9	13.7	3.1	-----
Race/Ethnicity								
White Non-Hispanic	33.1	4.5	18.1	7.0	6.5	2.4	1.4	53.0
Black Non-Hispanic	15.3	1.2	5.7	1.1	1.1	7.0	3.0	100.0
Hispanic	40.0	14.6	6.1	0.8	0.8	2.3	1.0	100.0
Asian & Other	23.1	2.6	11.5	2.6	2.6	1.5	1.5	-----
Education Level								
Less than 12 Years	19.5	3.4	8.6	1.1	1.1	6.4	3.2	50.0
12 Years	28.2	4.0	18.1	5.1	5.2	2.4	2.2	44.7
13 - 15 Years	31.7	4.7	16.0	9.0	8.3	3.0	1.2	56.3
16 or More Years	38.3	5.7	18.0	6.2	5.6	1.8	1.1	53.0
Smoking Status								
Not a Current Smoker	31.3	4.1	14.8	5.1	4.9	1.8	1.3	50.5
Current Smoker	36.9	7.5	25.1	11.3	10.1	3.5	1.5	57.4
Urban Region								
Boston	32.5	4.7	20.2	5.1	5.1	1.9	1.2	50.0
Springfield	28.2	5.1	15.4	6.5	6.4	4.9	1.5	40.0
Worcester	27.6	4.7	14.9	3.5	3.5	4.0	1.8	50.0
Lawrence/Lowell	33.9	3.5	13.9	4.3	3.4	1.9	1.0	50.0
Fall River/New Bedford	29.9	3.1	15.0	3.9	3.1	1.5	2.0	50.0
Total Population	32.5	4.8	16.9	6.4	6.0	2.4	1.4	52.9
								3108

Source: 1997 Massachusetts Adult Tobacco Survey
*New question series in 1997.

**1998 Table 13-A
Other Tobacco Use: Cigars***

Cigar Smokers									
	Has Friends or Relatives Who Smoke Cigars (%)	Knows Female Cigar Smokers (%)	Tried Smoking a Cigar in Past Year (%)	Smoke Pipe, Cigar, Cigarillo Every Day or Some Days (%)	Smokes Cigar, Cigarillo, or Both (%)	Average # Days Smoked Cigar in Past 30 Days (%)	Average # Cigars Smoked in 1 Day of Past 30 Days (%)	Ever Inhales When Smoking Cigar (%)	Unweighted Sample Size (N)
Sex									
Male	41.6	2.7	22.7	8.2	7.6	2.8	1.4	67.6	1050
Female	27.1	3.6	7.2	0.7	0.7	2.8	1.5	44.4	1531
Age Category									
18 - 24	56.5	8.9	37.2	7.8	7.8	1.7	1.0	100.0	262
25 - 44	38.6	4.6	18.5	5.5	5.4	3.2	1.6	50.0	1204
45 - 64	30.2	1.2	5.0	1.2	1.0	4.1	1.2	75.0	686
65 or Older	13.5	0	7.1	4.6	3.3	2.0	1.4	84.6	415
Race/Ethnicity									
White Non-Hispanic	34.4	2.9	14.5	4.1	3.7	2.5	1.4	64.2	2020
Black Non-Hispanic	12.2	1.3	2.6	2.6	1.3	2.3	0.8	0	180
Hispanic	40.0	11.4	17.3	6.7	6.7	6.6	1.1	100.0	238
Asian & Other	31.9	1.4	8.8	2.9	2.9	0.0	2.9	0	82
Education Level									
Less than 12 Years	29.6	5.9	15.9	8.8	8.8	6.8	1.1	100.0	308
12 Years	26.0	2.9	13.1	1.3	1.0	1.1	1.1	66.7	790
13 - 15 Years	37.8	3.4	14.5	4.0	3.8	2.3	1.9	53.6	664
16 or More Years	35.8	2.8	13.7	4.4	3.9	2.8	1.2	65.8	783
Smoking Status									
Not a Current Smoker	32.4	2.4	10.8	2.8	2.5	2.7	1.6	53.8	2028
Current Smoker	38.6	7.0	29.5	10.0	9.6	3.2	1.1	88.9	554
Urban Region									
Boston	35.2	6.5	17.5	7.0	6.5	7.7	1.0	54.5	346
Springfield	31.1	1.7	14.8	6.7	5.0	2.5	1.3	75.0	425
Worcester	27.8	3.8	13.2	5.7	5.7	1.6	1.2	66.7	457
Lawrence/Lowell	27.5	4.4	12.1	3.3	2.2	1.6	2.8	50.0	434
Fall River/New Bedford	29.3	3.1	11.2	5.0	4.1	1.6	2.1	50.0	415
Total Population	33.5	3.2	14.1	4.1	3.7	2.8	1.4	65.8	2582

Source 1998 Massachusetts Adult Tobacco Survey.

**1997 Table 13-B
Other Tobacco Use: Cigars - Males***

Cigar Smokers									
	Has Friends or Relatives Who Smoke Cigars (%)	Knows Female Cigar Smokers (%)	Tried Smoking a Cigar in Past Year (%)	Smoke Pipe, Cigar, Cigarillo Every Day or Some Days (%)	Smokes Cigar, Cigarillo, or Both (%)	Average # Days Smoked Cigar in Past 30 (%)	Average # Cigars Smoked in 1 Day of Past 30 Days (%)	Ever Inhales When Smoking Cigar (%)	Unweighted Sample Size (N)
Age Category									
18 - 24	60.7	15.6	54.1	35.2	35.8	3.6	1.6	61.5	144
25 - 44	43.6	4.3	40.7	16.6	16.2	1.5	1.2	48.9	640
45 - 64	35.7	2.9	12.0	4.1	1.9	4.5	1.8	66.7	399
65 or Older	23.8	0.6	11.6	5.4	4.9	13.7	3.1	----	171
Race/Ethnicity									
White Non-Hispanic	40.6	4.6	30.7	14.2	13.2	2.2	1.4	52.3	1088
Black Non-Hispanic	27.5	-----	9.8	2.4	2.4	7.0	3.0	100.0	83
Hispanic	52.8	17.0	9.4	1.9	1.9	2.5	1.0	100.0	100
Asian & Other	34.1	-----	17.1	2.4	2.4	1.8	1.8	----	40
Education Level									
Less than 12 Years	21.9	2.8	19.2	2.8	2.8	6.4	3.2	50.0	145
12 Years	30.9	2.9	29.5	11.4	11.1	2.4	2.2	44.7	438
13 - 15 Years	46.6	9.4	34.1	21.3	19.7	3.1	1.2	53.4	290
16 or More Years	45.4	3.9	27.0	10.8	9.8	1.4	1.1	55.4	474
Smoking Status									
Not a Current Smoker	40.3	3.9	26.8	10.9	10.4	1.7	1.4	48.1	1028
Current Smoker	39.7	7.6	35.0	19.3	17.1	3.4	1.6	60.0	328
Urban Region									
Boston	37.5	4.4	29.0	9.4	8.6	2.1	1.2	50.0	213
Springfield	37.1	5.7	25.7	14.3	13.9	4.9	1.5	40.0	261
Worcester	35.1	8.1	27.0	8.3	8.3	3.6	1.9	66.7	200
Lawrence/Lowell	35.7	3.5	22.8	7.1	5.3	2.1	1.1	33.3	239
Fall River/New Bedford	38.6	5.3	26.8	8.8	7.1	1.6	2.1	50.0	207
Total Population	40.2	4.7	28.7	12.8	11.9	2.3	1.5	51.9	1356

Source: 1997 Massachusetts Adult Tobacco Survey
*New question series in 1997.

**1998 Table 13-B
Other Tobacco Use: Cigars - Males***

Other Tobacco Use: Cigarettes									
Cigar Smokers									
	Has Friends or Relatives Who Smoke Cigars (%)	Knows Female Cigar Smokers (%)	Tried Smoking a Cigar in Past Year (%)	Smoke Pipe, Cigar, Cigarillo Every Day or Some Days (%)	Smokes Cigar, Cigarillo, or Both (%)	Average # Days Smoked Cigar in Past 30 (%)	Average # Cigars Smoked in 1 Day of Past 30 Days (%)	Ever Inhales When Smoking Cigar (%)	Unweighted Sample Size (N)
Age Category	18 - 24	70.1	8.7	44.9	14.6	1.7	1.0	100.0	123
	25 - 44	42.8	3.1	30.5	11.1	3.2	1.7	48.7	482
	45 - 64	38.2	1.6	9.5	2.4	4.2	1.2	75.0	280
	65 or Older	25.4	0	14.1	9.3	2.0	1.0	100.0	160
Race/Ethnicity	White Non-Hispanic	42.7	2.7	23.5	8.1	2.4	1.5	63.9	840
	Black Non-Hispanic	21.7	0	8.7	8.7	2.3	0.8	0	65
	Hispanic	55.6	7.4	33.3	26.9	6.7	1.1	100.0	78
	Asian & Other	16.7	5.6	5.9	0	0	1.0	0	37
Education Level	Less than 12 Years	43.0	8.0	25.7	15.0	6.8	1.1	100.0	115
	12 Years	33.3	0.7	23.5	2.6	1.0	1.2	66.7	288
	13 - 15 Years	48.4	5.2	24.2	8.7	2.4	1.9	57.7	262
	16 or More Years	40.5	0.9	19.2	8.2	2.7	1.1	67.7	372
Smoking Status	Not a Current Smoker	41.4	2.2	17.9	5.6	2.7	1.6	59.6	819
	Current Smoker	43.1	5.0	45.0	20.8	3.1	1.1	87.0	231
Urban Region	Boston	40.0	5.6	28.1	12.4	8.0	1.0	50.0	150
	Springfield	38.5	4.0	28.0	12.5	2.5	1.4	66.7	165
	Worcester	34.8	4.3	22.7	13.6	1.7	1.2	50.0	184
	Lawrence/Lowell	32.4	5.4	24.3	8.3	1.6	2.9	50.0	165
	Fall River/New Bedford	40.0	2.3	18.2	8.9	1.7	2.3	50.0	173
Total Population		41.6	2.7	22.7	8.2	2.8	1.4	67.6	1050

Source: 1998 Massachusetts Adult Tobacco Survey.

**1997 Table 13-C
Other Tobacco Use: Cigars - Females***

Cigar Smokers										
	Has Friends or Relatives Who Smoke Cigars (%)	Knows Female Cigar Smokers (%)	Tried Smoking a Cigar in Past Year (%)	Smoke Pipe, Cigar, Cigarillo Every Day or Some Days (%)	Smokes Cigar, Cigarillo, or Both (%)	Average # Days Smoked Cigar in Past 30 (%)	Average # Cigars Smoked in 1 Day of Past 30 Days (%)	Ever Inhales When Smoking Cigar (%)	Unweighted Sample Size (N)	
Age Category	18 - 24	40.3	7.0	15.6	1.1	1.0	0.5	1.0	50.0	185
	25 - 44	31.2	8.1	9.2	1.7	1.7	3.8	1.0	60.0	752
	45 - 64	17.4	0.2	1.6	-----	-----	15.0	1.0	-----	456
	65 or Older	14.6	0.8	3.8	-----	-----	-----	-----	-----	342
Race/Ethnicity	White Non-Hispanic	26.8	4.4	7.6	1.0	1.0	3.8	1.0	60.0	1387
	Black Non-Hispanic	4.4	-----	2.2	-----	-----	-----	-----	-----	126
	Hispanic	31.2	13.0	3.9	-----	-----	1.0	1.0	-----	159
	Asian & Other	10.8	5.3	2.7	2.7	2.7	1.0	1.0	-----	31
Education Level	Less than 12 Years	18.6	3.9	1.0	-----	-----	-----	-----	-----	218
	12 Years	25.9	4.9	8.6	-----	-----	-----	-----	-----	592
	13 - 15 Years	22.1	1.6	4.6	1.2	1.2	2.4	1.0	83.3	481
	16 or More Years	31.2	7.6	9.1	1.6	1.6	4.6	1.0	40.0	445
Smoking Status	Not a Current Smoker	24.2	4.2	5.2	0.4	0.4	3.0	1.0	83.3	1371
	Current Smoker	34.2	7.1	15.4	3.4	3.4	3.9	1.0	45.5	381
Urban Region	Boston	27.3	5.0	11.5	0.7	1.4	0.5	1.0	50.0	234
	Springfield	21.4	4.8	7.1	-----	-----	1.0	1.0	-----	331
	Worcester	22.0	4.0	6.0	-----	-----	6.0	1.0	-----	308
	Lawrence/Lowell	32.2	3.4	6.8	-----	-----	0.5	0.5	-----	277
	Fall River/New Bedford	22.9	1.4	5.6	-----	-----	-----	-----	-----	307
Total Population		26.1	4.8	7.1	0.9	0.9	3.6	1.0	58.8	1752

Source: 1997 Massachusetts Adult Tobacco Survey

*New question series in 1997.

**1998 Table 13-C
Other Tobacco Use: Cigars - Females***

Cigar Smokers									
	Has Friends or Relatives Who Smoke Cigars (%)	Knows Female Cigar Smokers (%)	Tried Smoking a Cigar in Past Year (%)	Smoke Pipe, Cigar, Cigarillo Every Day or Some Days (%)	Smokes Cigar, Cigarillo, or Both (%)	Average # Days Smoked Cigar in Past 30 (%)	Average # Cigars Smoked in 1 Day of Past 30 Days (%)	Ever Inhales When Smoking Cigar (%)	Unweight ed Sample Size (N)
Age Category									
18 - 24	42.7	9.2	29.0	0.8	0.8	0	1.0	0	139
25 - 44	35.3	5.7	9.4	1.0	1.0	2.9	1.0	66.7	722
45 - 64	23.8	1.1	1.3	0.2	0.2	2.5	0.7	0	406
65 or Older	3.7	0	0.9	0.9	0.9	0	3.0	0	255
Race/Ethnicity									
White Non-Hispanic	27.5	3.3	6.9	0.7	0.7	2.9	1.0	66.7	1179
Black Non-Hispanic	7.7	1.9	0	0	0	0	0	0	115
Hispanic	33.8	13.0	11.7	0	0	1.0	0	0	160
Asian & Other	37.3	0	9.8	4.0	3.9	0	3.0	0	45
Education Level									
Less than 12 Years	10.1	2.9	1.4	0	0	0	0	0	193
12 Years	21.0	4.4	6.1	0.2	0.2	2.3	1.0	0	502
13 - 15 Years	30.2	2.0	7.5	0.5	0.5	2.0	1.0	0	401
16 or More Years	31.8	4.3	8.9	1.4	1.6	3.2	1.7	57.1	411
Smoking Status									
Not a Current Smoker	25.2	2.5	5.0	0.5	0.5	1.9	2.0	0	1208
Current Smoker	35.3	8.6	17.2	1.6	1.6	3.4	1.0	100.0	323
Urban Region									
Boston	31.2	7.3	9.0	2.7	1.8	5.0	1.0	100.0	196
Springfield	25.0	0	5.7	2.8	0	2.3	1.0	0	260
Worcester	22.6	3.3	6.5	0	0	0	1.0	0	273
Lawrence/Lowell	25.9	3.7	3.7	0	0	1.0	0	0	169
Fall River/New Bedford	20.4	3.7	5.6	0	0	1.0	1.0	0	242
Total Population	27.1	3.6	7.2	0.7	0.7	2.8	1.5	44.4	1531

Source: 1998 Massachusetts Adult Tobacco Survey.

Questions Added in July 1998

Table 14.1
Habits of Current Smokers
July to December, 1998

	Changes made in the past 3 months				Ever used nicotine patch/gum as way to delay or cut down	× Cigarettes R believes would take to equal amount of nicotine in large cigar	Unweighted Sample Size (N) (July-Dec)
	Switched to low tar/low nicotine	Smoking fewer per day	Decided not to smoke in certain places	Decided not to smoke around certain people			
Sex							
Male	4.5	49.4	36.8	43.2	23.0	8.7	107
Female	15.0	43.1	41.5	49.7	21.6	8.6	183
Age Category							
18 - 34	13.6	54.0	21.8	26.4	10.2	9.0	107
35 or Older	8.3	39.5	49.7	58.7	27.8	8.3	183
Total Population	10.9	45.4	39.8	47.3	22.2	8.7	290

Table 14.2a
Cessation Help Used:
Help Used By All Who Smoked During Prior Year*
July to December, 1998

	Joined a quit smoking program	Got advice from professional	Used books, pamphlets, or video	Called quit line	Used tips from TV, radio, etc.	Unweighted Sample Size (N) (July-Dec)
Sex						
Male	0	25.4	16.4	0	25.4	120
Female	6.3	33.6	7.7	5.6	22.4	210
Age Category						
18 - 34	0	4.3	8.7	4.3	11.4	128
35 or Older	5.0	42.8	10.9	2.9	30.4	198
Total Population	4.4	30.3	10.2	4.1	23.5	330

* Includes those who quit during prior year.

Table 14.2b
Cessation Help Used:
Help Used By All Who Made a Quit Attempt During Prior Year*
July to December, 1998

	Joined a quit smoking program	Got advice from professional	Used books, pamphlets, or video	Called quit line	Used tips from TV, radio, etc.	Unweighted Sample Size (N) (July-Dec)
Sex						
Male	0	35.7	10.7	0	34.5	55
Female	3.9	23.5	9.8	5.6	30.1	118
Age Category						
18 - 34	0	4.2	10.4	6.1	14.3	74
35 or Older	1.3	36.3	10.0	1.3	42.5	96
Total Population	2.9	26.1	10.3	4.3	30.8	173

* Includes those who quit during prior year.

Table 14.3a
Environmental Tobacco Smoke:
ETS - All Respondents
July to December, 1998

	Bothered by others' cigar smoke*	Exposed to cigar smoke in past week	× Days in past week exposed to cigarette smoke in places other than work or home	Unweighted Sample Size (N) (July-Dec)
Sex				
Male	65.0	16.1	2.0	534
Female	79.9	10.0	1.5	776
Age Category				
18 - 34	72.8	24.7	2.5	414
35 or Older	74.1	8.0	1.4	887
Smoking Status				
Current Smoker	55.6	19.5	3.1	290
Non Smoker	77.4	10.9	1.4	1021
Total Population	73.5	12.5	1.7	1311

Table 14.3b
Environmental Tobacco Smoke:
ETS - Nonsmokers
July to December, 1998

	Bothered by others' cigar smoke*	Exposed to cigar smoke in past week	× Days in past week exposed to cigarette smoke in places other than work or home	Unweighted Sample Size (N) (July-Dec)
Sex				
Male	69.9	14.9	1.7	427
Female	83.8	8.0	1.2	593
Age Category				
18 - 34	78.2	25.9	2.0	307
35 or Older	77.5	5.9	1.2	707
Total Population	77.4	10.9	1.4	1021

*Percent Bothered either "Some" or "A lot" by others' cigar smoke.

Table 14.4
Youth Smoking, Industry Accountability, Media Messages
July to December, 1998

	Gave teen clear message not to smoke	Asked by youth to buy cigarettes	Tobacco companies should pay costs of illness	Can describe good antitobacco ad	Can describe bad antitobacco ad	Unweighted Sample Size (N) (July-Dec)
Sex						
Male	96.3	8.5	44.3	53.8	8.0	534
Female	92.5	6.0	42.8	63.1	14.2	776
Age Category						
18 - 34	89.7	12.3	43.7	68.8	12.6	414
35 or Older	94.5	5.1	42.6	54.4	11.1	887
Smoking Status						
Current Smoker	94.6	11.3	37.2	50.7	14.7	290
Non Smoker	93.8	6.1	45.0	61.6	10.6	1021
Total Population	94.2	7.0	43.6	59.1	11.5	1311

